



AZAM ZAQZOUQ

A to Z of Project Management

Ver. 3.0

نِتَاجُ الْبَشَرِ مَبْدَوُهُ فِكْرَةٌ!

بِلا شَكِّ! إِنَّ الْمَشْرُوعَ وَدَوْرَةَ حَيَاتِهِ
لَا يَبْدَأَانِ بِفِكْرَةٍ (Idea)...! وَإِنَّمَا
بِأَهْدَافٍ قَابِلَةٍ لِلتَّحْقِيقِ، تُوثِّقُ فِي
مِيثَاقِ (Charter) نِظَامِيٍّ (Formal).
أَمَّا مَا يَبْدَأُ بِفِكْرَةٍ فَهُوَ دَوْرَةُ حَيَاةِ:
الْمُنْتَجِ، أَوْ الْخِدْمَةِ، أَوْ النِّتِيجَةِ؛
حَيْثُ الْمُنْظَمَةُ هِيَ الْمِظَلَّةُ...!

عزّام محمد زقزوق

Social - Managerial Capsules

كَبَسُولاتٌ اجْتِمَاعِيَّةٌ - إِدارِيَّةٌ

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Strategist & Advisor.

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