Case Study - Global Green Books

|  |  |  |
| --- | --- | --- |
| Kauê Reis de Assis Pereira |  |  |

1. The customized eBooks differ from a standard printing process in many ways. For being a digital product, eBooks have a very different production process. While in a standard printing process many copies of the same book are produced, the eBooks are customized differently to each professor and course, and only one of each is produced. These customized eBooks can be considered a project because they have a scope, requirements and constraints, and require planning and management techniques.
2. The stakeholders are the professors, who dictate the requirements and will be utilizing the eBooks, the students who will also utilize the eBooks, and Global Green Books as the responsible for the production, quality and delivery of the product.
3. The scope of the project is important to define what should be done, what are the requirements, what is the time available, the constraints and boundaries. It is the foundation for the planning and further execution of the project. Ensuring agreement about the scope and the production of each eBook is important to avoid misunderstandings, allow for more efficient and accurate planning, reduce risks and avoid rework.
4. In the Manage Production phase, supervisors should have information to monitor progress, allocate resources, manage costs, ensure quality and track performance. With this information, supervisors can be aware of what is working as expected, what are the issueses that need to be addressed, and are abke to make better decisions overall, maintaining control over the production process.
5. Developing a standard job template would be useful for Global Green Books. It provides a framework for organizing and executing the project, allowing for more effectiveness and consistency in execution. It also allows for better planning and resource allocation, providing checklists with tasks and activities required for production. With that, project managers can estimate timelines, allocate resources effectively, and manage dependencies.
6. A valuable addition to the standard job template would be a planning timeline with milestones, which would help to keep track of progress and compare to what was expected, as well as managing deadlines.