A systematic understanding of one of the most critical factors in the process of management—the human element. Insights evolving from that understanding have been used to design work situations that encourage increased productivity. It has enabled organisations to formulate programmes to more efficiently train workers and managers, and it has effects in numerous other areas of practical significance. Keywords. Market System Relationship Marketing Market Theory General System Theory Marketing System. These keywords were added by machine and not by the authors. This process is experimental and the keywords may be updated as the learning algorithm improves. Winning and keeping industrial customers. Jobber, D. (1995). Principles and Practice of Marketing, McGraw-Hill, London. Project Management has evolved from a management philosophy restricted to a few functional areas and regarded as something nice to have to an enterprise project management system affecting every functional unit of the company. Simply stated, project management has evolved into a business process rather than merely a project management process. The structure of the text is based upon my belief that project management is much more behavioral than quantitative since projects are managed by people rather than tools. This textbook is currently used in the college market, in the reference market, and for studying for the PMP® Certification exam.