

1. Record Nr.	UNINA9910139585603321
Autore	Phillips Jack J. <1945->
Titolo	Project management ROI : a step-by-step guide for measuring the impact and ROI for projects // Jack J. Phillips, Wayne Brantley, and Patricia Pulliam Phillips
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2012
ISBN	1-118-12260-7 1-283-26820-5 9786613268204 1-118-12258-5 1-118-12268-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (322 p.)
Classificazione	BUS101000
Altri autori (Persone)	BrantleyWayne PhillipsPatricia Pulliam
Disciplina	658.15/2
Soggetti	Project management Project management - Evaluation Rate of return Human capital
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: Preface.Acknowledgments.About the Authors.Chapter 1. Project Management Issues and Challenges.Chapter 2. The Project Management Life Cycle.Chapter 3. ROI Methodology Basics.Chapter 4. Achieving Business Alignment with the Project. Chapter 5. Measuring Reaction and Learning.Chapter 6. Measuring Application and Implementation.Chapter 7. Measuring Business Impact. Chapter 8. Isolation of Project Impact.Chapter 9. Converting Data to Money.Chapter 10. Measuring the Intangibles.Chapter 11. Monitoring Project Costs and Calculating ROI.Chapter 12. Forecasting Value, Including ROI.Chapter 13. Reporting Results.Chapter 14. Implementing and Sustaining ROI.Notes.Index.
Sommario/riassunto	"Often organizations looking to implement project management have great difficulty justifying their expenditures on training, personnel,

processes, systems, and software. This book will provide the methodology and tools developed by Jack Phillips and the ROI Institute which are needed by organizations to gather data that can be used to justify their capital investments into project management. The research conducted will allow them to justify their investments. The Philips methodology has become the defacto ROI methodology for evaluating training and company initiatives. Deployment of this methodology for evaluating the value of project management is invaluable for the project management community. This will justify to senior executives the strategic value that they will realize from their investment into project management. The book will follow PMI's PMBOK and will also provide real world cases of both successful and not-so-successful project management ROI"--

---