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Uses of Application DataFinal Thoughts; Chapter 8: Measuring Impact and Consequences; Why Measure Business Impact?; Effective Impact Measures; Data Collection Methods; Final Thoughts; Chapter 9: Selecting the Proper Data Collection Method; Matching Exercise; Selecting the Appropriate Method for Each Level; Final Thoughts; Index; About the Authors

Sommario/riassunto	Data CollectionData Collection is the second of six books in the Measurement and Evaluation Series from Pfeiffer. The proven ROI Methodology--developed by the ROI Institute--provides a practical system for evaluation planning, data collection, data analysis, and reporting. All six books in the series offer the latest tools, most current research, and practical advice for measuring ROI in a variety of settings. Data Collection offers an effective process for collecting data that is essential to the implementation of the ROI Methodology. The authors outline the techniques, process