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Altri autori (Persone)	PhillipsJack J PaoneGina Huff GaudetCyndi McLeodKyle
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Nota di contenuto	Intro -- Title Page -- Copyright -- Praise for Value for Money -- Foreword -- Preface -- Value is Changing ... -- Need for a New Approach -- The ROI Methodology: The Enhanced Logic Model -- We Can't Measure Our Way to Success -- Flow of the Book -- Acknowledgements -- Authors -- Chapter 1: The Value Evolution -- The Value Shift -- Why Now? -- Challenges Along the Way -- Final Thoughts -- Chapter 2: Six Ways to Show Value for Money -- Six Ways to Show Value for Money -- Barriers to Showing Value for Money -- Final Thoughts -- Chapter 3: Needed: An Enhanced Logic Model -- A Review of Models -- Concerns about Current Models -- How Does Your Current Model Stack Up? -- Requirements for the Value for Money: A Measurement Process -- ROI Methodology -- Terminology: Projects, Solutions, Participants -- Final Thoughts -- Chapter 4: Introducing the ROI Methodology -- Types of Data -- The Initial Analysis -- Using Design Thinking to Deliver and Measure Results -- The ROI Process Model -- Operating Standards and Philosophy -- Implementing and

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