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Titolo	Show me the money : how to determine ROI in people, projects, and programs // Jack J. Phillips, Patricia Pulliam Phillips
Pubbl/distr/stampa	San Francisco, Calif., : Berrett-Koehler Publishers, c2007
ISBN	1-5231-1149-6 1-282-29959-X 9786612299599 1-57675-523-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (289 p.)
Altri autori (Persone)	PhillipsPatricia Pulliam
Disciplina	658.15/54
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 (p. [259]-261) and index.
Nota di contenuto	Preface -- The value evolution -- The ROI methodology: a brief overview -- Project needs and objectives: ensuring business alignment -- Reaction and perceived value -- Learning and confidence -- Application and implementation -- Impact and consequences -- Isolation of project impact -- Show me the money: converting data to money -- The intangible measures -- Project costs and calculating ROI -- The business case: forecasting value, including ROI -- Results reporting -- Implementing and sustaining ROI.
Sommario/riassunto	Offers a comprehensive, proven method for measuring and evaluating the ROI of every aspect of any organizational initiative Shows how to make the business case for new projects at every stage of their development--before, during, and after implementation Includes case studies, checklists, tools, and tips to help implement this method In today's organizations, project sponsors and those who have responsibility for project success are held more accountable than ever for the financial impact of their programs. Show Me the Money provides managers and executives with a much-needed systematic process

