



The Definitive Guide to Getting Your Budget Approved: Measure Intangibles to Calculate Your ROI Business Case

By Johannes Ritter

Solution Matrix. Paperback. Book Condition: New. Paperback. 104 pages. Dimensions: 8.8in. x 5.9in. x 0.3in. The Definitive Guide is a practical guide to the real world of Business Cases. Its focus are the necessities of building actual Business Cases, yet without cutting short on the theoretical background as far as it is needed. The described Business Case methodology is beneficial for case builders and decision-makers and assumes no prior background in finance or business planning. For more than 15 years, Solution Matrix has helped thousands of business professionals in organizations like BMW, Cisco Systems Inc. , Ericsson, SAP, and Siemens to understand the essentials of a Business Case and deliver Business Case results that score high in credibility, accuracy, and practical value. This book enables you to profit from their experience and specific Business Case method to get your budget approved. The Definitive Guide has various advantages: - 30 Case Studies from 10 different industries are enclosed- The comprehensible method is applicable to any project- A free 140 Days Trial Version of Crystal Ball Oracle worth 360 is included- You can start building your Business Case immediately, while reading the book- It is an introduction for Business Case beginners and a...



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