

(Mobile ebook) HBR Guide to Building Your Business Case (HBR Guide Series)

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Amy Gallo Raymond Sheen

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Amy Gallo Raymond Sheen : HBR Guide to Building Your Business Case (HBR Guide Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised HBR Guide to Building Your Business Case (HBR Guide Series):

0 of 0 people found the following review helpful. Good discussion of fundamental concepts for building a business case.
By Strong Reader
Good discussion of fundamental concepts for building a business case. Doesn't quite distinguish the business case from a proposal well enough and assumes the reader is creating a business case to develop a product, which is one of many purposes for a business case. Light reading, good front-end reading for discussion or conference on the subject.
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By T. Burton
You can never go wrong with anything from HBR! I used this as background for myself on a consulting project and it provided the precise information I needed to guide my client. There are supplementary ppt decks that help you build your deck.
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By Louis Benedict O. Bennett
the book is remarkably written in such a simple and clear form. You'll waste no time in crafting a business plan after reading through it.

Get your idea off the ground.
You've got a great idea that will increase revenue or boost productivity; but how do you get the buy-in you need to make it happen? By building a business case that clearly shows your idea's value. That's not always easy: Maybe you're not sure what kind of data your stakeholders will trust. Or perhaps you're intimidated by number crunching.
The HBR Guide to Building Your Business Case, written by project management expert Raymond Sheen, gives you the guidance and tools you need to make a strong case. You'll learn how to:
Spell out the business need for your idea
Align your case with strategic goals
Build the right team to shape and test your idea
Calculate the return on investment
Analyze risks and opportunities
Present your case to stakeholders

About the Author
Amy Gallo is a contributing editor at Harvard Business and is the author of the forthcoming HBR Guide to Managing Conflict at Work.
Raymond Sheen, PMP, is the president of Product Process Innovation, a consulting firm specializing in project management, product development, and process improvement.