Business Cases That Mean Business: A Practical Guide to Identifying, Calculating and Communicating the Value of Large Scale It Projects

By Jim Maholic

Createspace, United States, 2013. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Recommended by CIO Magazine as one of 12 books Worth Reading in 2013. Bronze Medal winner - 2014 Axiom Business Book Awards Kirkus Book Reviews writes, Maholic lays out the best way to analyze large scale IT projects. . this helpful tool will increase readers confidence and competence in building business cases. Business Cases that Mean Business steps through the process of identifying, calculating and communicating the value of your upcoming capital project. The book achieves this using the easy-to-follow H.E.A.R. method, which guides you through the creation of a sound hypothesis, the process of gathering the right evidence from the right people, techniques for analyzing and organizing that evidence, and guidance in packaging your recommendation into a credible, compelling business case. Business Cases that Mean Business is much more than a theoretical approach to business cases. Mr. Maholic brings his years of experience as a CIO and IT strategist in a manner that highlights practical methods for developing and presenting a successful business case. In the book you ll find examples from real business cases and, maybe...

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