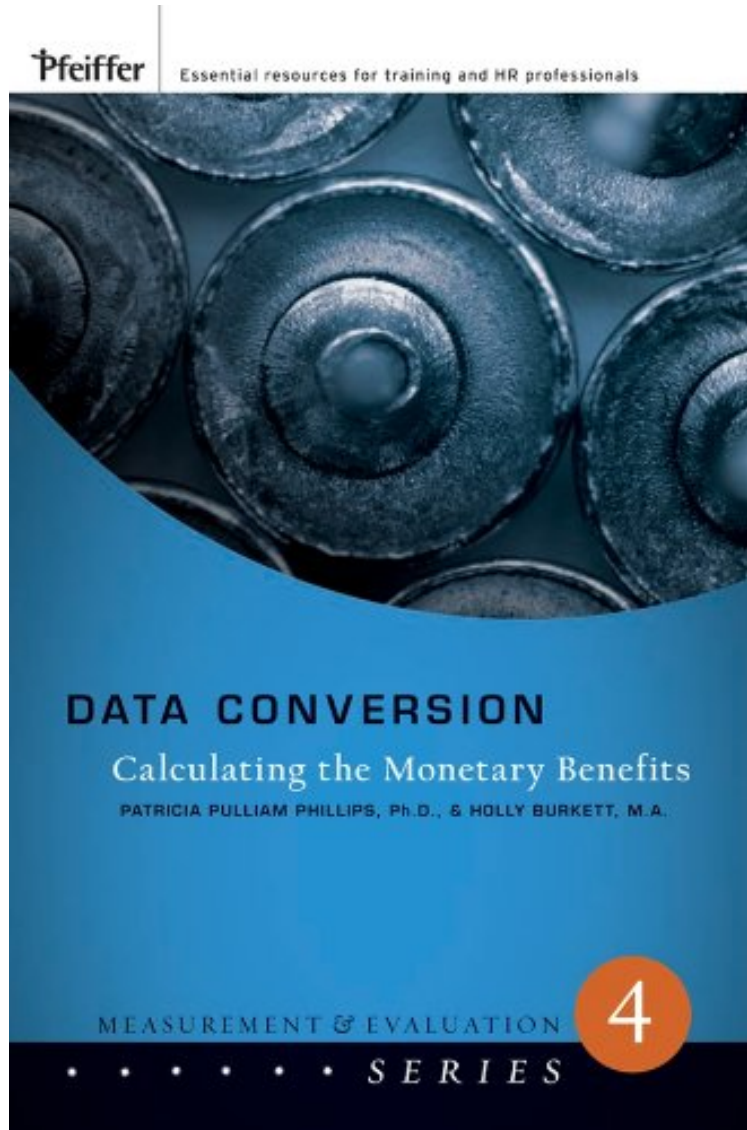


(Free read ebook) Data Conversion: Calculating the Monetary Benefits (Measurement and Evaluation Series)

Data Conversion: Calculating the Monetary Benefits (Measurement and Evaluation Series)

Patricia Pulliam Phillips , Holly Burkett
*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



+

READ ONLINE

#2972038 in eBooks 2010-03-08 2010-03-08 File Name: B001DFHMNO | File size: 51.Mb

Patricia Pulliam Phillips , Holly Burkett : Data Conversion: Calculating the Monetary Benefits (Measurement and Evaluation Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Data Conversion: Calculating the Monetary Benefits (Measurement and Evaluation Series):

This book tackles the third major challenge and the second most difficult step in the ROI methodology: converting

data to monetary values. When a particular project or program is connected to a business measure, the next logical question is: what is the monetary value of that impact? For ROI analysis, it is at this critical point where the monetary benefits are developed to compare to the costs of the program to calculate the ROI. Includes: the importance of converting data to monetary value; preliminary issues; standard values: the standard values: where to find them; using internal experts, using external databases; linking with other measures; using estimates; when to abandon conversion efforts and leave data as intangible, analyzing the intangibles; and reporting the intangibles.