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HBR GUIDE TO BUILDING YOUR BUSINESS CASE



Harvard Business Review Press. Paperback. Book Condition: new. BRAND NEW, HBR Guide to Building Your Business Case, Raymond Sheen, Amy Gallo, 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...

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- Authored by Raymond Sheen, Amy Gallo
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