

ROI at work: best-practice case studies from the real world

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20438794&lokasi=lokal>

Abstrak

Explains the complexities of return on investment (ROI) and details the benefits of ROI assessment.

ROI at Work features examples of ROI application in the government sector along with a variety of other industries, including telecommunications, financial services, technology, and automotive. Analyze real-world case studies and use ROI principles to ensure your programs contribute to the strategic goals of your organization.