

**MAKING TECHNOLOGY INVESTMENTS PROFITABLE:
ROI ROAD MAP TO BETTER BUSINESS CASES**

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, English, Book, Illustrated edition: Making technology investments profitable : ROI road map to better business cases / Jack M. Keen, Bonnie Digrius. Keen.

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Why IT Projects Falter and How Astute Business Cases Help Save the Day. Information is the manager's main tool, indeed the manager's "capital," and it is he.

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