



Costs and ROI: Evaluating at the Ultimate Level

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Pfeiffer, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Acknowledgments from the Editors. Principles of the ROI Methodology. 1. The Importance of Costs and ROI. Why Be Concerned About Costs? Pager: Please do not italicize the Contents H1 items or the sublists to this level. Benchmarking. Evaluation. Cost Forecasting. Efficiency. Other Reasons for Monitoring Costs. The Importance of ROI. The Ultimate Level of Evaluation. Types of Values. ROI Is King. The "Show Me" Generation . The New Definition of Value. Why ROI Now'. Program Failures. Increased Total Program Costs. Trend Toward Greater Accountability. Staff Support Managers' New Business Focus. Evidence-Based or Fact-Based Management. Limitations of Benchmarking. Executive Appetite for Evaluation of ROI. Why Forecast ROI? Expensive Programs and Projects. High Risks and Uncertainty. Post-Program Comparison. Compliance. Final Thoughts. 2. Cost Tracking and Classification. Cost Issues. Pressure to Disclose All Costs. Fully Loaded Costs as a Conservative Approach. The Danger of Accumulating Costs Without Tracking Benefits. Policies and Guidelines. Cost Tracking Issues. Sources of Program Costs. Process Steps and Costs. Prorated Versus Direct Costs. Employee Benefits Factor. Major Cost Categories. Needs Assessment and Analysis. Design and Development. Acquisition. Technological Support. Delivery and Implementation. Pager:...



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