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# HBR GUIDE TO BUILDING YOUR BUSINESS CASE (HBR GUIDE SERIES) (PAPERBACK)



Harvard Business Review Press, United States, 2015. Paperback. Condition: New. Language: English. Brand new Book. 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 you're intimidated by number crunching. The...

## Read PDF HBR Guide to Building Your Business Case (HBR Guide Series) (Paperback)

- Authored by Raymond Sheen
- Released at 2015



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