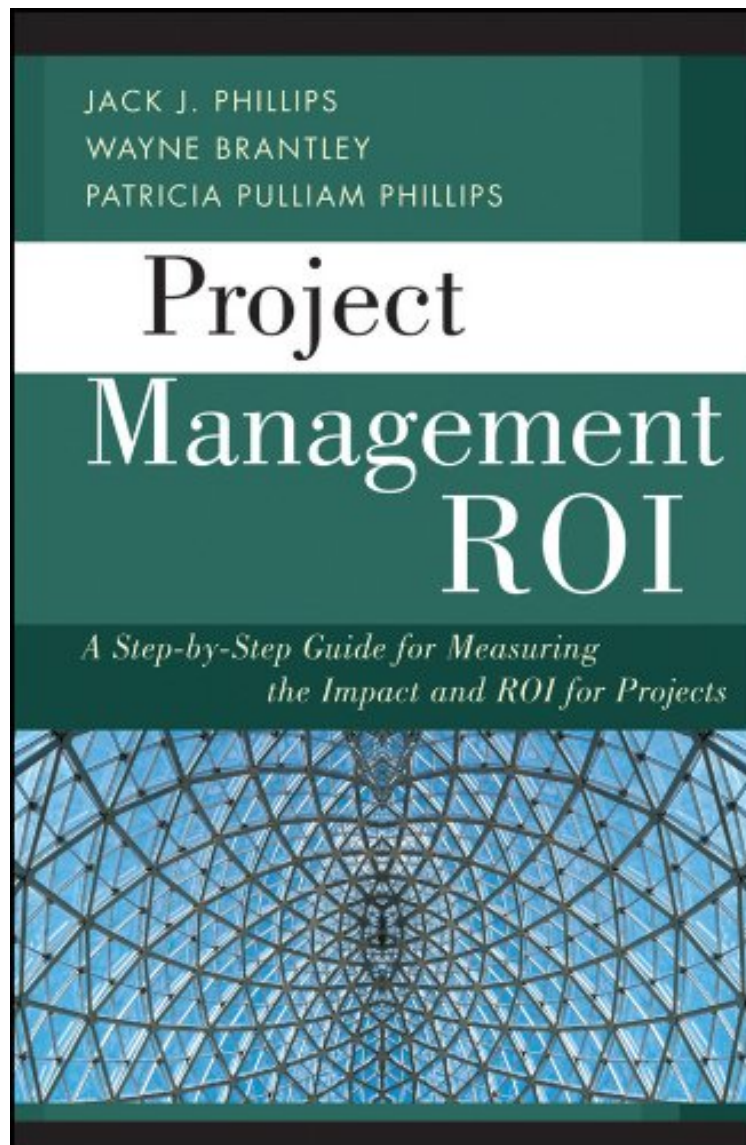


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## Project Management ROI: A Step-by-Step Guide for Measuring the Impact and ROI for Projects

*Jack J. Phillips, Wayne Brantley, Patricia Pulliam Phillips*  
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book to be a wealth of knowledge not just about the importance and value of ROI, but also about PMI's project management processes, which makes it a good companion resource to the PMBOK. The book describes ROI concepts, terminology, and methodology, and then defines in detail how ROI is measured, monitored, calculated, reported, and implemented. The book is especially valuable in these times of reduced budgets and the need to deliver the best value to the customer as it provides project managers with the insight into how to quantify best value and the return on customer investment. I highly recommend this book to all project/program managers desiring to improve their competency levels in understanding and applying ROI to their projects/programs.

**Business Economics/Project Management** An exclusive portal to the methods and tools the ROI Institute uses to determine return on investment in project management To survive this modern age of financially skeptical "show me the ROI" investors, it is a crucial step for companies to develop an effective project management strategy in order to stay ahead of the curve and achieve success. Project Management ROI takes the guesswork out of determining how to monetarily value projects by teaching the time-tested Return on Investment (ROI) methodology. It presents these results-based concepts in a methodical, reproducible manner that project managers, executives, and analysts can use as a validated reference for future projects. This book focuses on an array of measures to forecast project value and collect data during and after implementation, including reaction, learning, application and implementation, impact, return on investment, and intangibles. Project Management ROI: Is the first book from the renowned ROI Institute to focus on project management ROI Provides both the tools and methodology for measuring the ROI of project management investments Will help project managers discover the value of specific project management solutions to justify project expenditures

**About the Author** Dr. Jack J. Phillips is Chairman of the ROI Institute ([www.roiinstitute.net](http://www.roiinstitute.net).) and a world-renowned expert on measurement and evaluation. Phillips provides consulting services for Fortune 500 companies and workshops for major conference providers worldwide. Phillips is also the author or editor of more than thirty books and more than a hundred articles. His work has been featured in the Wall Street Journal, Bloomberg Businessweek, Fortune, and on CNN. Wayne Brantley, MEd, PMP, CRP, CPLP, is the Senior Director of Professional Education for the University Alliance ([www.universityalliance.com](http://www.universityalliance.com)). He has taught and consulted on project management, quality management, leadership, curriculum development, Internet course development, and return on investment to Fortune 500 companies around the world. Dr. Patricia Pulliam Phillips is an internationally recognized author, consultant, and President and CEO of the ROI Institute, Inc. Phillips provides consulting services to organizations worldwide. She helps organizations build capacity in the ROI methodology by facilitating the ROI certification process and teaching the ROI methodology through workshops and graduate-level courses.