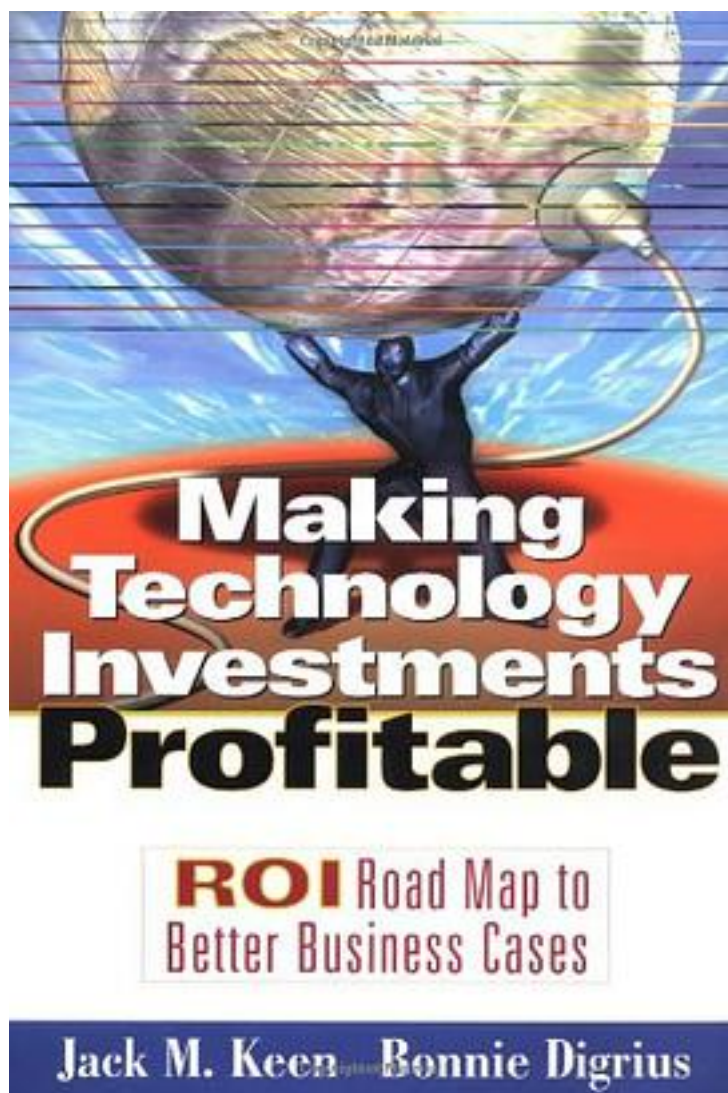# Making Technology Investments Profitable

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A guide to getting the crucial business case right--every time Showing professionals how to calculate the value of typical budgeting and funding requests quickly and easily, Making Technology Investments Profitable applies the "Value Realization" process, using proven strategies that maximize the business payoff from IT projects. Filled with case studies, this innovative book enables managers to confidently quantify, in a matter of minutes, the true business value of funding a desired project. Jack Keen (Basking Ridge, NJ) is a Value Analytics Leader with Infosys Consulting and is a frequent writer for CIO magazine. Raj Joshi is founder and Managing Director of Infosys Consulting where his responsibilities include developing and building the enterprise solutions and IT strategy practices of the company.

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