



ROI at Work

By Jack J. Phillips, Patricia Pulliam Phillips

American Society for Training Development, United States, 2006. Paperback. Book Condition: New. 269 x 211 mm. Language: English . Brand New Book. ROI at Work builds on ASTD's earlier work on measuring return-on-investment (ROI) of performance improvement interventions and introduces even more examples of ROI application in the government sector as well as a variety of industries, including the telecommunications, financial services, technology, and automotive industries. Training, human resources development (HRD), human resources, and performance improvement professionals will learn valuable lessons from these detailed real-world case studies as they work to contribute to the strategic goals of their organizations. College instructors and students will also find value in this book as a supplement to standard HRD textbooks. Researchers and consultants will find that this book provides solid evidence of the validity of ROI measurement and evaluation practices.



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