

“Too many good ideas are not funded because a compelling case is not made for them. Ulla de Stricker provides a clear, concise, and straightforward approach to building your successful business case.” Dr. Ken Haycock, Professor and Director, San Jose School of Library and Information Science  
An inherent challenge for information professionals involves often difficult-to-quantify contributions of their initiatives to an organizations bottom line and the elusive ROI calculation. In this practical guide, Ulla de Stricker explains why, when, and how a formal business case can be used as an effective tool for gaining support for information-based projects. De Stricker discusses the psychology of decision making and demonstrates a logically sequenced progression for structuring a business case “from identifying the problem, need, or opportunity to proposing viable solutions and ensuring the presentation is delivered with impact. Her how-to advice is supported by case studies illustrating various approaches to creating successful business case documents.” Ulla de Strickers step-by-step instructions help us gain a forklift upgrade in the quality of the business cases we build. The business case for studying this book is a slam dunk!” Stephen Abram, President 2008 SLA  
If Ulla de Stricker has left anything out of this excellent how-to book on the development of business cases for information professionals, I can think of what it might be. ... And the good news is that you won't need to spend a lot of money or a lot of time to capitalize on the value that this comprehensive little guide offers. ... Regardless of the type of information service you work in I heartily recommend Business Cases for Info Pros as a must read for any manager who wants to be able to put forward a business plan that has the strongest possible chance of succeeding.” Toby Pearlstein, SLA Business and Finance Division Bulletin, October 2008  
Even before the financial crisis I would have found this book to be extremely valuable. Now it seems an essential resource to lead one forward through the hard times, where the bottom line and a solid business sense determine organizational priorities. ... succinct and well-informed ... I highly recommend it as a basic strategic asset for all information pros.” John Azzolini, PLL Perspectives

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GHI, and JKL Appendix 3: Descriptions of Proposed Firms to Receive the RFP Business cases for info pros: here's why, here's how Information Today,

On this page, we're here to talk about business case studies “ what they are, why business professionals use them, and how to write your own. And, once you've. Writing a business case

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