



Developing a Business Case: Expert Solutions to Everyday Challenges

By Harvard Business Review Press

Harvard Business Review Press. Paperback. Book Condition: new. BRAND NEW, Developing a Business Case: Expert Solutions to Everyday Challenges, Harvard Business Review Press, How do you decide the best course of action for your company to take advantage of new opportunities? You must develop a business case to explore multiple alternatives before making a recommendation to support a particular option. This book shows you how to use a business case to define an opportunity, identify and analyze alternatives, and present your final recommendation to key stakeholders. You'll learn to

- Clearly define the opportunity you'll want to address in your business case
- Identify and analyze a range of alternatives
- Recommend one option and assess its risks
- Create a high-level implementation plan for your proposed alternative
- Communicate your case to key stakeholders.

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