



Developing a Business Case (Pocket Mentor)

By Harvard Business School Press

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How do you decide on the best course of action for your company to take advantage of new opportunities? By building a business case.

This book provides a framework for building a business case. You'll learn how 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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Editorial Review

From the Inside Flap

The Pocket Mentor series offers immediate solutions to the challenges managers face on the job every day. Each book in the series is packed with handy tools, self-tests, and real life examples to help you identify strengths and weaknesses and hone critical skills. Whether you're at your desk, in a meeting, or on the road, these portable guides enable you to tackle the daily demands of your work with greater speed, savvy, and effectiveness.

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