

# ROI In Action Casebook By Jack J. Phillips

By Jack J. Phillips

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Jack J. Phillips, PhD, is chairman of the ROI Institute and a world-renowned expert on measurement and Book Excerpt from In Action: Measuring ROI in the Public

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Beryl Oldham of Oldham Ltd specialises in measuring return on investment (ROI) using the ROI Methodology developed by Dr Jack J. Phillips & Dr Patricia Pulliam

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**Patricia Pulliam Phillips (Author of The Value of -**

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**Jack Phillips | ROI Institute | ZoomInfo.com -**

Dr. Jack J. Phillips is a Senior Consultant with Bloom Scorecard: Measuring the Return on Investment editor for ASTD's In Action casebook

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**The Basics of ROI by Jack and Patti Phillips - -**

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