

Media Contact:
Michele Gay
P.O. Box 380637
Birmingham, AL 35242
Office: (205) 678-8101
Email: michele@roiinstitute.net
www.roiinstitute.net

FOR IMMEDIATE RELEASE

ROI Institute Announces new book *Project Management ROI*

Birmingham, Alabama, December 2, 2011- The ROI Institute and John Wiley and Sons, Inc. have announced a new book, *Project Management ROI: A Step-by-Step Guide for Measuring the Impact and ROI for Projects*, written by Jack J. Phillips, Wayne Brantley, and Patricia Pulliam Phillips. The new book is the first book to focus directly on measuring the ROI of projects. It should help any individual who is concerned with measuring the value of a project, up to and including the financial ROI.

This book takes the guesswork out of determining how to monetarily value projects by teaching the time-tested Return on Investment (ROI methodology. It presents results-based concepts in a methodical, reproducible manner that project managers, executives, and analysts can use as a validated reference for future projects.

This book focuses on an array of measures to forecast project value and collect data during and after implementation, including reaction, learning, application, impact, ROI, and intangibles. It explores the challenges of measuring the hard to measure and placing monetary value on the hard to value. It is a reference that clarifies much of the mystery surrounding the allocation of monetary values.

Jack Phillips, co-author and Chairman of the ROI Institute says, “We are thrilled to work with Wayne Brantley on this book. Wayne is an expert in project management and teaches it regularly. This new book really does more than just address the issue of accountability; it provides a proven, methodical approach to measuring results for all types of projects.”

Patti Phillips, President and CEO of ROI Institute, adds, “This is our 11th book under the John Wiley family of imprints. We are confident that this will be a valuable contribution.”

For more information on our books go to the ROI Resource Center or Amazon.com or other retailers.

For more information on the ROI Institute, click <http://www.roiinstitute.net/>

###