



Measuring Return on Investment, Volume 3 (In Action)

Jack J. Phillips, Patricia Pulliam Phillips

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Since the publication of *Measuring Return on Investment, Volume 1* the interest in measuring the return on investment (ROI) in training and performance improvement continues to grow. Volume 1 filled an important void in the training literature. Published in 1994, it remains one of ASTD's all-time bestsellers. Volume 2, published in 1997, demonstrated further progress with measuring the return on investment in a variety of programs.

Measuring Return on Investment, Volume 3 presents a variety of approaches to evaluating training and performance improvement programs in HRD. Most of the cases focus on evaluation at the ultimate level-ROI. Collectively, the cases offer a wide range of settings, methods, techniques, strategies, and approaches. Although most of the programs focus on training and development, others include organization development and performance management. As a group, these cases represent a rich source of information about the strategies of some of the best practitioners, consultants, and researchers in the field.

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