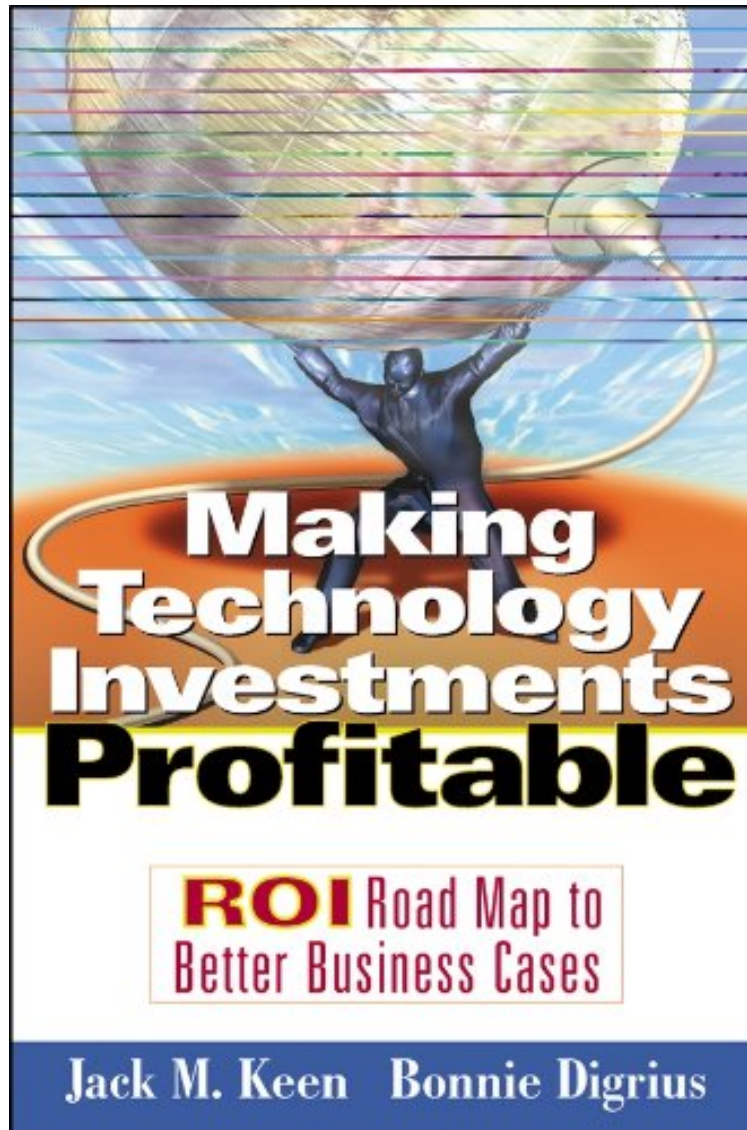


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Making Technology Investments Profitable: ROI Road Map to Better Business Cases

Jack M. Keen, Bonnie Digrius

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