

How to conduct a cost-benefit analysis

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20435672&lokasi=lokal>

Abstrak

When people begin to talk about cost-benefit analysis, cost-effectiveness analysis, and return-on-investment, they often envision eye-glazing mathematical gobbledgook. Even when the letters in equations like the one above are explained, people may have