

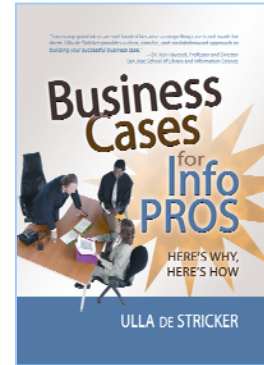
# NEWS RELEASE

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## ***IMMEDIATE RELEASE***

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## **Business Cases for Info Pros**

### **New Book Explains How Formal Business Cases Can Be Used to Gain Support for Information-Based Projects**

*June 16, 2008, Seattle, WA*—At the Special Libraries Association (SLA) Conference and Exhibition taking place at the Washington State Convention Center from June 15–18, 2008, Information Today, Inc. (ITI) announced the publication of *Business Cases for Info Pros: Here's Why, Here's How*. In the book, author Ulla de Stricker explains why, when, and how a formal business case can be used as an effective tool for gaining support for information-based projects.

With more than thirty years of experience in the information area, de Stricker has assisted many information professionals in planning changes in the way they operate their information centers and offer services to clients. She discovered the inherent challenge for information professionals involves often difficult-to-quantify contributions of their initiatives to an organization's bottom line and the elusive return on investment calculation.

In *Business Cases for Info Pros*, de Stricker discusses the psychology of decision-making involving human and financial investments and demonstrates logically sequenced progressions for structuring a business case—from identifying the “problem, need, or opportunity” to proposing viable solutions and ensuring the presentation is delivered with impact. Her how-to advice is supported by case studies illustrating various approaches to creating successful business case documents.

“Ulla de Stricker’s step-by-step instructions help us gain a ‘forklift upgrade’ in the quality of the business cases we build,” said SLA president Stephen Abram. “The business case for studying this book is a slam dunk!”

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“Too many good ideas are not funded because a compelling case is not made for them,” said Dr. Ken Haycock, director of the San Jose School of Library and Information Science. “Ulla de Stricker provides a clear, concise, and straightforward approach to building *your* successful business case.”

The book’s chapters are:

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|--------------------------------|-------------------------------------|
| 1. The Decision Making Context | 5. The Business Case Memorandum     |
| 2. Thinking About Money        | 6. Case Studies                     |
| 3. The Business Case Approach  | 7. Presenting the Message in Person |
| 4. The Business Case Framework | 8. Appearance Matters               |

### **Book Signing at SLA**

Ulla de Stricker will sign copies of *Business Cases for Info Pros* at the Information Today, Inc. booth (#1200) on Monday, June 16, from 11:45 to 12:30 PM.

**Ulla de Stricker** has held information industry positions in the areas of marketing education, client relations, and project design for electronic services. In 1992 she established a successful consulting practice focusing on strategic planning for information and knowledge management. She is a frequent and popular contributor to the information profession through conference presentations and workshops, articles, and association activities, and she is well known for her interest in promoting the value of information professionals.

*Business Cases for Info Pros* (120 pp/softbound/\$39.50/ISBN 978-1-57387-335-2) is published by Information Today, Inc. (ITI). It is available in bookstores and direct from the publisher by calling (800) 300-9868 [outside the U.S., call (609) 654-6266]; faxing (609) 654-4309; emailing [custserv@infotoday.com](mailto:custserv@infotoday.com); or visiting the ITI website at [www.infotoday.com](http://www.infotoday.com).

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