



SMARTER THAN THE AVERAGE GUIDE

HBR Guide to

BONUS
ARTICLE
How to Give
a Killer
Presentation

Building Your Business Case

Tell a compelling story
Identify stakeholders
Analyze risk and return

By Raymond Sheen
with Amy Gallo

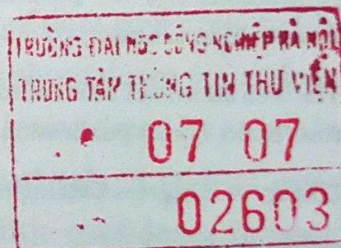


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HBR Guide to **Building Your Business Case**

Raymond Sheen

with **Amy Gallo**



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