



Social Media Metrics: a ROI-al Pain

Jason Eiseman

Librarian for Emerging
Technologies

Lillian Goldman Library in
honor of Sol Goldman at
Yale Law School

www.jasoneiseman.com/blog

twitter.com/jeiseman



Who are we?



Ryan Harrington

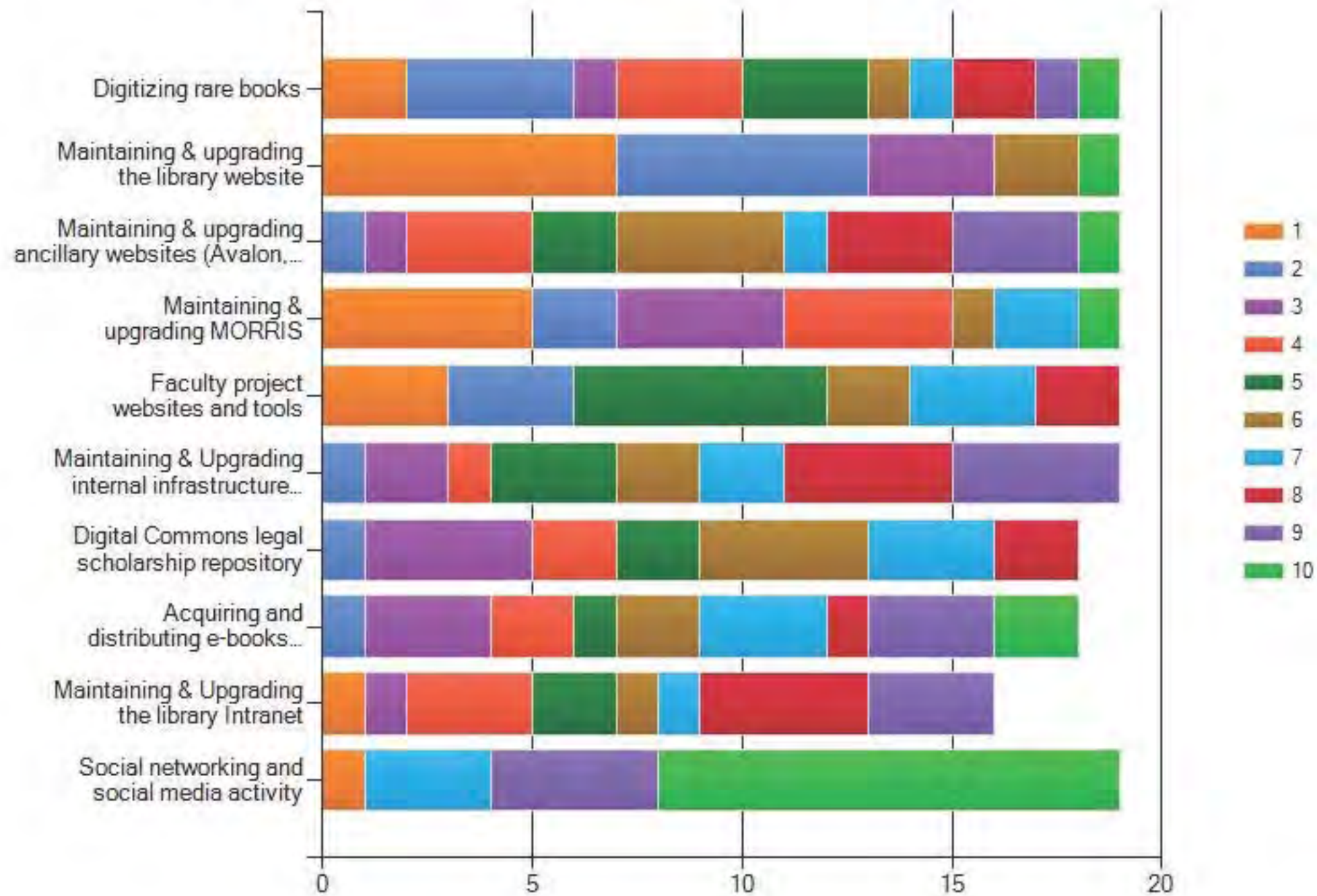
Reference Librarian

Lillian Goldman Library in
honor of Sol Goldman at
Yale Law School

twitter.com/rbharrington

Who are we?

Please rank the following technology projects in order of most to least important over the next five years, 1 being the most important and 10 the least.



high
of channels
low

Engagement Profiles

shallow depth of engagement deep



Mavens

7 or more channels

Maven

above average engagement

high

of channels

low

Mavens



shallow

depth of engagement

deep



Starbucks

+ Follow

Lists ▾



Verified Account

Name Starbucks Coffee

Location Seattle, WA

Web <http://www.starbucks.com>

Bio Freshly brewed tweets from Brad at Starbucks in Seattle, WA.

82,021 following **925,471** followers **11,862** listed

Tweets 5,335

Favorites

Lists

@Starbucks/
healthandwellness

@Starbucks/friends

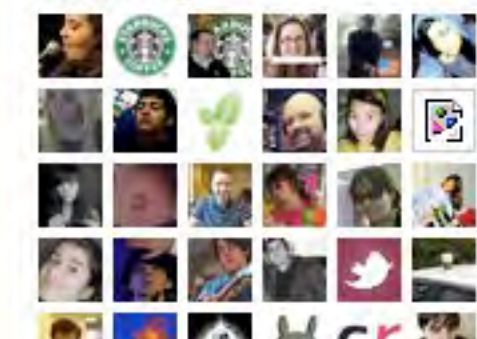
@Starbucks/accounts

View all

Actions

block Starbucks
report for spam

Following



@thebetacup Ya... it was a lot of fun!

about 1 hour ago via CoTweet by bradnelson in reply to thebetacup

thebetacup Congratulations to karma cup on winning the 10k #betacup challenge prize. @treehugger coverage here: http://bit.ly/atyX73**

about 4 hours ago via Seismic
Retweeted by Starbucks and 9 others

@jamisonkissh No, sorry. You must pay with your starbucks Card to earn a badge.

about 2 hours ago via CoTweet by bradnelson in reply to jamisonkissh

We're working with @thebetacup to crowd source new cups ... watch the live announcement of the winners: <http://www.livestream.com/thebetacup>

about 5 hours ago via CoTweet by bradnelson

@lynnzee Sorry about that. Anything I can do to help? Give us a call: 1-800-STARBUC

about 8 hours ago via CoTweet by bradnelson in reply to lynnzee



Hi there, [Sign In](#) to make a comment.

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Ideas so far



PRODUCT IDEAS

- 21,836 Coffee & Espresso Drinks
- 717 Frappuccino® Beverages
- 6,714 Tea & Other Drinks
- 9,774 Food
- 4,525 Merchandise & Music
- 6,268 Starbucks Card
- 6,693 Other Product Ideas

EXPERIENCE IDEAS

- 5,338 Ordering, Payment, & Pick-Up
- 9,154 Atmosphere & Locations
- 7,679 Other Experience Ideas

INVOLVEMENT IDEAS

**SHARE.
VOTE.
DISCUSS.
SEE.**

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple – we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

Most Recent Ideas

- 2 Hour(s) Ago [smaller ceramic mugs](#)
- 2 Hour(s) Ago [Healthy Candy](#)
- 2 Hour(s) Ago [Healthy Candy](#)
- 3 Hour(s) Ago [Please, Please bring back that Dark Cherry Mocha! what a sweet treat ...](#)
- 3 Hour(s) Ago [Secure Wi-Fi](#)
- 3 Hour(s) Ago [Almond or Amaretto Syrup](#)
- 3 Hour(s) Ago [Free Drink after 10 purchases](#)
- 4 Hour(s) Ago [Unsell idea - After Coffee Mist](#)

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PRINT



SHARE



IdeaStorm

Where Your Ideas Reign



There are currently no
[Storm Sessions](#) active.

Stay tuned!

[IdeaStorm](#)[Storm Sessions](#)

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All posted
ideas by the
community



Post

Your idea for
Dell products
or services



Vote

Promote
or demote
ideas



See

Your ideas
in action

Sort Ideas By: [Popular Ideas](#) [Recent Ideas](#) [Top Ideas](#)

All



Comments

40180

Standardize Power Cables for Laptops

By [badblood](#), Aug 27, 2007

Promote



Demote

Nothing is more annoying than laptop power cables that are not interchangeable from one computer model to another or from one brand of computer to another. Power cables have been standardized on most electrical appliances, including desktop computers for decades.

Make an effort to promote and implement standard power cables for laptops.

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Dell on Twitter

Keep up with Dell on Twitter!

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Follow us, tweet us, and retweet us to all your friends. We'll see you on Twitter!



twitter

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- [Dell Home Sales Brazil](#)
- [Dell Home Sales Canada](#)
- [Dell Home Offers](#)

Dell Communities

- [Community Home](#)
- [Facebook](#)
- [IdeaStorm](#)
- [Dell Lounge](#)
- [Tech Center](#)
- [Digital Nomads](#)

Featured Employees on Twitter



Lionel M.
Chief Blogger for Dell
[More Details](#)

View by Type

View by Language

OFFERS AND SALES

Get exclusive discounts and deal alerts based on your location and interests

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- [US - Home](#)
- [US - Small Business](#)
- [Australia - Small Business](#)
- [Brazil - Home](#)
- [Canada - Home](#)
- [India - Home](#)
- [Ireland - Outlet](#)
- [Japan - Home](#)



COMMUNITIES

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- [Digital Life](#)
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- [Edu4U](#)
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- [IdeaStorm - New Ideas](#)
- [Inside IT](#)
- [Studio Dell](#)
- [TechCenter](#)



Butterflies

7 or more channels

Butterflies

below average engagement

7 or more channels

Maven

above average engagement

high

of channels

low

Butterflies



Mavens



shallow

depth of engagement

deep



BLEND OUT.



The All-New Sonata

Add to My Page's Favorites

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Think about it.

32,473 People Like This

Hyundai



Wall

Info

FIFA

Times Square

Personality...

Good Bite



Hyundai + Others

Hyundai

Just Others



Hyundai What's the best drive you've ever taken? Tell us about the ride of your life —a drive that found you love, moved you to a new home, or just changed the way you see things.

5 hours ago

19 people like this.

View all 45 comments



Hyundai Fans show their loyalty in all sorts of ways. In the 1960's, a baby in England was named after an entire football team. Our fans however, show it by just buying another Hyundai, which recently made us #1 in customer loyalty.



Loyal Fans Name Baby After an Entire Soccer Team [HQ]

Length: 0:33

Tuesday at 11:38am · Share

41 people like this.

View all 32 comments



Hyundai What comes to mind when you think of all-time great feats of engineering — the Hoover Dam, the Great Wall, the Pyramids? Well, add Sonata to that list. The 2011 Hyundai Sonata was just given the President's Award for All-Time Highest Driver Satisfaction by AutoPacific.

VehicleVoice News: Hyundai
news.vehiclevoice.com

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Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

More Ads

Berland

Online

Communications at

an Express,

-connector,

lover, work-

m, New Yorker.

Member since 2000.



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americanexpress.com/aboutus

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americanexpress.com/privacy

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AmericanExpress

+ Follow

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Today on Daily Wish: Bring the theater experience home – Panasonic Blu-Ray Surround System—save 50%!
<http://bit.ly/bPQOQ>

about 9 hours ago via Social Publisher

@loganthompson Ha, interesting concept!

about 9 hours ago via web in reply to loganthompson

@Branzilla Fantastic! Thrilled to hear.

about 9 hours ago via web in reply to Branzilla

@garyleff Ha!

about 10 hours ago via web in reply to garyleff

RT @pragmanic I earn @AmericanExpress Membership Rewards Points like it's my job.

Verified Account

Name American Express

Location Over 140 countries

Web [http://americanex...](http://americanexpress.com)

Bio Official American Express Twitter Page. Follow Amex's Leslie Berland for inside access to Amex news, events, exclusive Cardmember offers and experiences!

7,007 following 27,325 followers 974 listed

Tweets 889

Favorites

Lists

@AmericanExpress/
amexmbfw

View all

Actions

block AmericanExpress
report for spam

Following





Selectives

7 or more channels

Butterflies

below average engagement

7 or more channels

Maven

above average engagement

6 or fewer channels

Selectives

above average engagement

high

of channels

low

Butterflies



Mavens



Selectives



shallow

depth of engagement

deep



CUSTOMER SERVICE NE

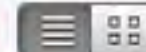
FASHION
STORE LOCATOR
SOCIAL MEDIA ROOM
WORKING AT H&M
PRESS
INVESTOR RELATIONS
CORPORATE RESPONSIBILITY
ABOUT H&M

Social Media Room

Refresh

JUST H&M FANS

H&M+FANS



LB

Andy T TE AMO HE SAID TO ME I THINK IT MEANS I LOVE YOU

by Andy T., 25 year old Fashion Stylist / Blogger from Mexico but living in Amsterdam 1 hour ago

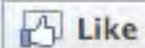


Filter by source

- ☒ TWITTER
- ☒ FACEBOOK
- ☒ YOUTUBE
- ☒ LOOKBOOK.NU
- ☒ BLOGS

See you there

BECOME **facebook**
H&M GLOBAL ON **twitter**
H&M US ON **twitter**
SUBSCRIBE TO **You Tube**

**PHILIPS****Philips**

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Info

Photos

Notes

Video

Events



Filters

PHILIPS

Philips Artist David Hockney says the iPad will change the art world. How will it change yours? If you're a lucky iPad owner, check out Philips iPad accessories: <http://pulse.philips.com/blog/2010/06/15/new-ipad-accessorize/>

**New iPad? Accessorize! | Philips Pulse**pulse.philips.com

Will the iPad change the course of art? British Painter David Hockney thinks it may just do that. According to a recent London Times article, 72-year old Hockney stated, "The iPad is many things, but one ...

15 hours ago · Share

12 people like this.



Brandon Kinney It would chang mine, if Apple would've stuck a camera in it. That way I could be able to take and edited photos.

10 hours ago · Flag



Craig Tiefenbrun Audio Video Innovations and Philips Electronics-Media rooms

The integration of home entertainment into main living spaces like a family room, great room or den provides multi-purpose functionality. http://www.avi-lifestyle.com/media_rooms.html



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Bloggers Wante

Get published, bu reputation and po Earn 2X industry a Register now and earning.

Like

Survey 1000s b Phone

Easily design analy driven phone surv toll free hotlines v CallFire for 5c/mi

Like

UConn's BGS De



Wallflowers

7 or more channels

Butterflies

below average engagement

7 or more channels

Maven

above average engagement

6 or fewer channels

Wallflowers

below average engagement

6 or fewer channels

Selectives

above average engagement

high

of channels

low

Butterflies



Mavens



Wallflowers



Selectives



shallow

depth of engagement

deep

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Since our foundation by Ray Kroc in 1955, McDonald's and our staff have been dedicated to keeping the shine on the McDonald's golden arches gleaming for years to come.

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Wall

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Burgers

Dollar Menu...

McCafé

>>

McDonald's + Others

McDonald's

Just Others



McDonald's Beginning Wednesday, June 9th, Shrek Forever After™ promotional glassware can be returned to any of our restaurants. Returns will be accepted inside the restaurant (not at the drive-thru). A manager will instruct you to sign a refund slip and refund \$3 per each glass returned. No receipt is necessary.

[Shrek Forever After Promotional Glassware Recall Information](#)www.mcdonalds.com

In collaboration with the Consumer Product Safety Commission (CPSC), we issued a precautionary recall on June 4th, 2010 on all Shrek Forever After™ promotional glassware. Per the CPSC, the glassware is not toxic. Previous promotional glassware and Happy Meal toys are not involved in this recall.

 June 8 at 8:06pm · [View Feedback \(609\)](#) · [Share](#)

McDonald's We've voluntarily recalled all Shrek Forever After™ promotional glassware. We've established the link below to provide more detail and to address your concerns. Previous promotional glassware and Happy Meal toys are not involved in this recall.

[Shrek Forever After Promotional Glassware Recall Information](#)www.mcdonalds.com

In collaboration with the Consumer Product Safety Commission (CPSC), we've issued this recall as a precautionary measure. Per the CPSC, the glassware is not toxic. Instructions to return the glassware and request a refund will be posted on our website as soon as it's available beginning Tues, June 8...

 June 4 at 2:15pm · [View Feedback \(547\)](#) · [Share](#)

McDonald's Our new 20-piece Chicken McNuggets® pack is Ogre the Top family fun... Feast happily ever after.

**Shrek's at McDonald's**srm.vitrue.com

McNuggets of Fun pack available at participating US

[Create an Ad](#)

Facebook



Facebook Pa
discover new
businesses,
well as conn
you already

[More Ads](#)



Gulf of Mexico response

For more response details:

bp.com

[facebook.com/bpAmerica](https://www.facebook.com/bpAmerica)

[youtube.com/bp](https://www.youtube.com/bp)

[linkedin.com/bpAmerica](https://www.linkedin.com/company/bpAmerica)

Updates of BP's ongoing response efforts are provided by our social media team as well as on-the-ground personnel working in the affected Gulf regions and from the Houston command center.

From time to time, CEO Tony Hayward will be giving first-hand updates via this channel. These updates will be identified by ^Tony.

Contacts:

6) 902-5231

Coast Guard Joint Information Center

6) 448-5816

Environmental Hotline & Community Information

6) 557-1401

Life Distress Hotline

6) 448-5816

Volunteers

1) 366-5511

twitter

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BP_America

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I am dedicated to completing current investigations, to get to the truth and prevent such a tragedy from happening again .
^Tony

38 minutes ago via web

Update: Midnight to noon on June 17, approx 8k barrels of oil collected. On June 16, approx 14,750 barrels collected.

<http://bit.ly/dq1r0L>

about 2 hours ago via web

As I told Congress earlier, I give my pledge as the leader of BP that we will not rest until we make this right. ^Tony

about 2 hours ago via web

Response in Numbers: Nearly 3,000 Vessels of Opportunity currently hard at work assisting in response efforts.

<http://bit.ly/cUhitt> (Photo)



Verified Account

Name Official BP

Location Gulf of Mexico region

Web <http://www.bp.com>

Bio Official BP Twitter. For info on oil spill response efforts, visit bp.com. For spill-related claims: 800-440-0858. To report affected wildlife: 866-555-1401.

128

following

15,026

followers

858

listed

Tweets

62

Favorites

Lists

[@BP_America/gulf-response](#)

[View all](#)

Actions

[block BP_America](#)
[report for spam](#)

Following



@bpglobalpr



Destroying the Gulf for: **66** days

free \$25 t-shirts:

streetgiant.bigcartel.com



\$20,000 lost to healthygulf.org

June 28th

TED TALK (3:40 EST)

www.TEDxOILSPILL.com

July 10th

BP Cares Art Show & Sexy Party

July 19th

VH1 Do Something Awards

twitter

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BPGlobalPR

[+ Follow](#)

[Lists](#)



Name BP Public Relations

Location Global

Web <http://www.streetgiant.bigcartel.com>

Bio This page exists to spread BP's message and miss statement out into the twitterverse!

853

following

176,914

followers

5,300

list

Tweets

Favorites

Lists

[@BPGlobalPR/pickledidiot](#)

[View all](#)

Actions

[block BPGlobalPR](#)
[report for spam](#)

Following



[View all...](#)

The **#bpcarescontest** is underway.
Details– <http://ow.ly/21p25>
Stencil– <http://bit.ly/aUswpj>
Example– <http://ow.ly/22She>

42 minutes ago via web

No more offshore drilling? Fine. We'll make our own shores, just like we make our own rules. <http://ow.ly/22L9f> **#bpcares**

about 2 hours ago via TweetDeck

Most people count sheep when they can't fall asleep. I count my millions of dollars. ^Tony

about 14 hours ago via web

Honestly, why are we still talking about the spill? Twilight comes out next week! Come join us in line! **#teamjacob**
#day65

about 17 hours ago via web

– [@FireDogLake](#) wants us to give our employees respirators. We want them to shut up. Sign the petition

Lillian Goldman Law Library
In Memory of Sol Goldman

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News & Blogs

News & Events



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- ① [4th-graders from North Haven tour our exhibits](#)
- ① ["Race in American Trials Collection" research guide goes online](#)
- ① [Medievalists are set loose in the Rare Book Room](#)

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yalelawlibrary

News & Events: Summer Library Hours – May 24 – August 30, 2010 <http://ow.ly/17uIK7>

10:21 AM May 25th via HootSuite

Foreign & Int'l: New Foreign Law E-Resources
<http://ow.ly/17u67Q>

3:20 PM May 24th via HootSuite

New Photos Posted: Beast of Injustice <http://ow.ly/17qMPK>

5:26 PM May 19th via HootSuite

News & Events: New Law Library Acquisitions for April 2010
<http://ow.ly/17hNo7>

8:54 AM May 6th via HootSuite

Foreign & Int'l: Cinco de Mayo – Viva México!
<http://ow.ly/17hev2>

Name Yale Law Library
Location New Haven, CT
Web <http://www.law.ya...>


13 **3,290** **243**
following followers listed

Tweets **218**

[Favorites](#)

[Following](#)



 [RSS feed of yalelawlibrary's tweets](#)



Yale Law Library's photostream

Collections Sets Galleries Tags People Archives Favorites Profile
Add Yale Law... as a contact

Slideshow

Share This

Help - Slide 11

Need Help?

For further information or help, call a reference librarian

203-432-1606

Email - lawref@pantheon.yale.edu

AIM - yislibrary

Yahoo! Messenger - yislibrary

Google Talk - yislibrary@gmail.com

Text Message - send text message to 265-010 (type yislibrary and then your question)



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Uploaded on Nov 30, 2008

0 comments

More Information - Slide9



For further information or help, call a reference librarian

203-432-1606

Email - lawref@pantheon.yale.edu

AIM - yislibrary

Yahoo! Messenger - yislibrary

Google Talk - yislibrary@gmail.com

Text Message - send text message to 265-010 (type yislibrary and then your question)

Paste Feed into Reader - Slide7

Paste Feed into Reader of Your Choice



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Several Ways to Subscribe to Feed

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- Use Live Bookmark feature of browser or other RSS reader
- Manually add Live bookmark to your browser or other RSS reader
- **NOTE: Do not set your personal record feed to be public if you use a service which offers sharing features.**

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0 comments

Select My Record Feeds - Slide5

Select "My Record Feeds"



Lillian Goldman Law Library, Yale Law School



Updated My Flickr photos
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 March 31 at 2:17pm - [Comment](#) - [Like](#) - [Visit Flickr Photostream](#)

 Eidelman Javier Gonzalez Sanchez likes this.



Mark Walsh what date and month was this law library set up, all it states is 2008

January 3 at 7:22am - [Comment](#) - [Like](#) - [Flag](#)

Lillian Goldman Law Library, Yale Law School







Library Photos

14 new photos

 May 23, 2008 at 3:14pm - [Comment](#) - [Like](#) - [Share](#)

RECENT ACTIVITY

-  Lillian Goldman Law Library, Yale Law School edited their Phone and Hours.
-  Lillian Goldman Law Library, Yale Law School changed their Hours.
-  Lillian Goldman Law Library, Yale Law School edited their Phone, Location and Website.
-  Lillian Goldman Law Library, Yale Law School joined Facebook.



What do we
measure & how?

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Trading

[Morningstar Recommends Options](#)

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Return On Investment - ROI

 Like



What Does *Return On Investment - ROI* Mean?

A performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments. To calculate ROI, the benefit (return) of an [investment](#) is divided by the cost of the investment; the result is expressed as a percentage or a ratio.

The return on investment formula:

$$ROI = \frac{(\text{Gain from Investment} - \text{Cost of Investment})}{\text{Cost of Investment}}$$

[Return on investment](#) is a very popular metric because of its versatility and simplicity. That is, if an investment does not have a positive ROI, or if there are other opportunities with a higher ROI, then the investment should be not be undertaken.



Investopedia explains *Return On Investment - ROI*

Keep in mind that the calculation for return on investment and, therefore the definition, can be modified to suit the situation -it all depends on what you include as returns and [costs](#). The



Money



Time

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2. Forex
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20% off any Outlet Inspiron™ Mini netbook! Enter coupon code at checkout: MSSM848LSS\$32J at <http://bit.ly/c1T3qE> Online only. Expires 6/20

about 10 hours ago via Spredfast

15% off any Dell Outlet Home laptop or desktop! Enter coupon at checkout: ?C73C85JCXMXMG at <http://bit.ly/b6covO> Online only. Expires 6/18

about 10 hours ago via Spredfast

We're keepin' the coupons coming! Limit 2 discounted systems per customer. Coupon code required. Limited time offers. Details to follow...

about 10 hours ago via Spredfast

@WestfieldMass Soon! I'll try to get it out before 10am CT :-)

about 11 hours ago via Sprinklr in reply to WestfieldMass

@Kuikuisan We have a coupon scheduled to post tomorrow :-)

2:21 PM Jun 16th via Sprinklr in reply to Kuikuisan

@shesaidblaise Yeah, that's not acceptable. So sorry you're having that experience! @DellCares should be able to get to the bottom of it.

9:40 AM Jun 16th via CoTweet in reply to shesaidblaise

@shesaidblaise So sorry to hear that! Follow @DellCares & DM them the order # and they can look into it for you. They r there 2 help.

9:24 AM Jun 16th via CoTweet in reply to shesaidblaise

@FreeChicago We've many different types of possibilities with

Europe

@DellOutlet/dell-us


View all

Actions

[block](#) DellOutlet
[report for spam](#)

Following



 [RSS feed of DellOutlet's tweets](#)

Resource of the day: Hein Online Treaties and Agreements Library <http://ow.ly/17bwnd>

5:27 PM Apr 26th via HootSuite

Rare Books: 4th-graders from North Haven tour our exhibits <http://ow.ly/1791fc>

1:26 PM Apr 22nd via HootSuite

News & Events: Restricted Access – April 26 – May 21, 2010 <http://ow.ly/178Ujy>

10:29 AM Apr 22nd via HootSuite

News & Events: Tomorrow: Lawyering Skills, A Crash Course in Legal Writing, Research, and Practice <http://ow.ly/177rsj>

7:33 AM Apr 20th via HootSuite

New video posted: How to renew law library books in Morris <http://ow.ly/177kij>

2:18 AM Apr 20th via HootSuite

News & Events: Catalog Maintenance <http://ow.ly/1775Fx>

3:21 PM Apr 19th via HootSuite

News & Events: Chesa Boudin '11 discusses GRINGO: A COMING OF AGE IN LATIN AMERICA <http://ow.ly/175vtl>

10:24 AM Apr 16th via HootSuite

Reference: President Obama Announces Nomination for new Public Printer <http://ow.ly/175rTN>

8:26 AM Apr 16th via HootSuite

News & Events: Today: Tax Time and Cost-Effective Legal



Enter search terms:

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The repository is a service of the Lillian Goldman Law Library, Yale Law School.

At a Glance

Top 10 Downloads
All time

Paper of the Day

**Aligning Incentives for Development:
Lessons Learned from the Chad-Cameroon
Oil Pipeline**



News & Events

Foreign & International Blog

Rare Books Blog

Reference Blog

Email Alerts

Law Acquisitions

SS

African-American

Alberico Gentili

American law

American trials

Blackstone Canon law

Charles J. Tanenbaum Charles

Comelis van

Corshoek Early

Italian Statutes

Exhibit English

Home » News & Blogs » Yale Law Library - Rare Books Blog

Yale Law Library - Rare Books Blog

Supreme Court Bobbleheads on exhibit

Posted Thursday, March 18, 2010 9:05 AM by Mike Widener

The Green Bag, "An Entertaining Journal of Law," has selected the Lillian Goldman Law Library to be the official archive of its Supreme Court Bobbleheads. To mark this momentous event, the Rare Book Collection has put a selection of Supreme Court Bobbleheads on display, on Level L2 of the Law Library, in the wall case at the entrance to the Paskus-Danziger Rare Book Room.

Adam Liptak, the New York Times reporter who covers the U.S. Supreme Court, published an excellent article on the exhibit, "Relax, Legal Scholars: Bobbleheads Are Safe at Yale", in the March 17, 2010 issue of the New York Times.

The Green Bag began issuing its Supreme Court Bobbleheads in 2003 with Chief Justice William H. Rehnquist. Subsequently, the bobbleheads have come out roughly in order of seniority, with Justice David H. Souter being the most recent of the sitting Justices (issued shortly before his retirement from the Court).

The bobbleheads have a sophisticated iconography, as

The Annotated Bobblehead Justice John Paul Stevens

Justice John Paul Stevens is the second member of the Supreme Court to be honored (that's how we think of it) with a *Green Bag* bobblehead. During his nearly 30 years of service on the Court, Justice Stevens has consistently been an active and eloquent opinion-writer, providing us with a curse of riches from which to choose too few exemplars when creating this miniature ceramic portrait. We've identified the basic features of our version of Justice Stevens below.

The day after Justice Stevens delivered his opinion for the Court in *PGA Tour v. Martin*, 532 U.S. 661 (2001), Casey Martin signed a product endorsement deal with a prominent but now publicity-shy golf club manufacturer. We have no idea what brand the Justice plays.

Sony v. Universal City Studios, 464 U.S. 417 (1984), is one of our favorite Stevens opinions, and not just because of its moving appreciation of the late Fred Rogers. The

No profile of Justice Stevens would be complete without some mention of the *Chenon* two-step – his formula for judicial review of certain decisions by agencies of the federal government. *Chenon v. NRDC*, 467 U.S. 837 (1984).

Daryl Atkins, a mentally retarded man, was convicted of the August 17, 1996, murder of Eric Nesbitt – in part on the basis of a videotape of a related crime – and sentenced to death. Ever since his partial dissent in *Perry v. Lynaugh*, 492 U.S. 302 (1989), Justice Stevens had been arguing that under the eighth





Unclear direction

Social Media Landscape

Expressing

Publication



Discussion



Aggregation

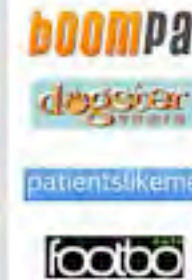


Networking

Search



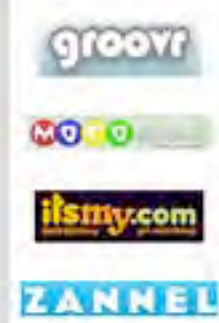
Niche



BtoB



Mobile



Tools



Social Platforms



Content



Social Games



Casual Games



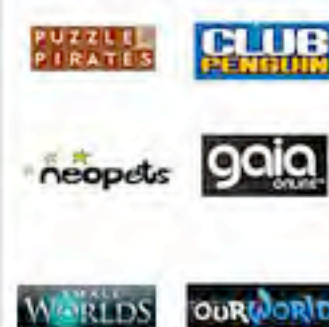
Product



Place



Casual MMO



MOG



MMORPG



Sharing

Gaming



Setting goals



Personality

News & Events: Summer Library Hours – May 24 – August 30, 2010 <http://ow.ly/17uIK7>

10:21 AM May 25th via HootSuite

Foreign & Int'l: New Foreign Law E-Resources
<http://ow.ly/17u67Q>

3:20 PM May 24th via HootSuite

New Photos Posted: Beast of Injustice <http://ow.ly/17qMPK>

5:26 PM May 19th via HootSuite

@SarahM Stay tuned for some announcements later this year.

about 11 hours ago via CoTweet in reply to SarahM

@faeriesbyte Yes, your iPhone earbuds will work.

about 23 hours ago via CoTweet in reply to faeriesbyte

@PearlyWrites Yes, please call to add your infant. 1-800-JETBLUE (538-2583).

about 24 hours ago via CoTweet in reply to PearlyWrites

@megnr If you're a member of TrueBlue you can opt in to get email announcements.

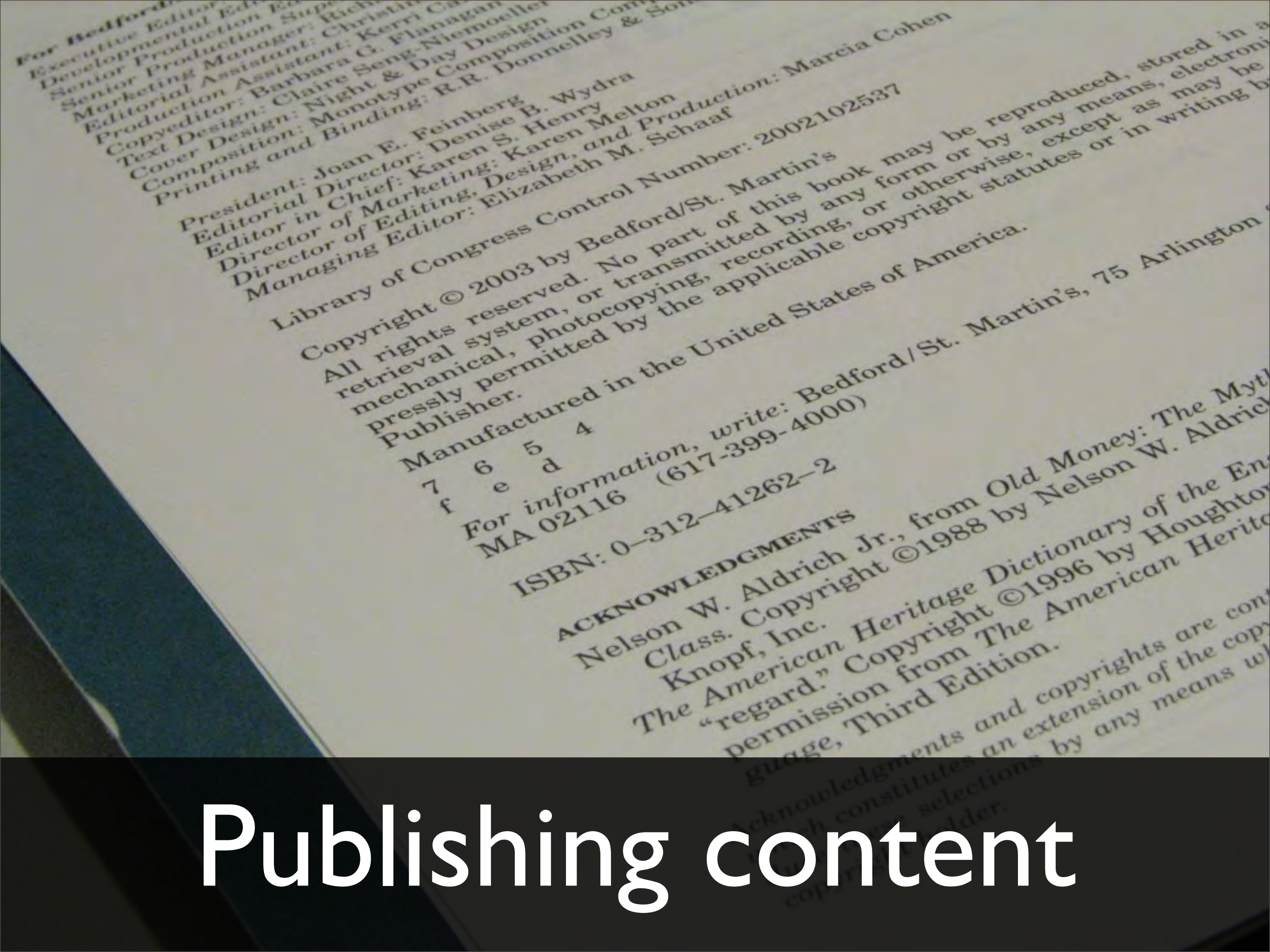
6:02 PM Jun 16th via CoTweet in reply to megr

@vegasjeff It was pretty ridiculously awesome wasn't it? Stay tuned.

4:37 PM Jun 16th via web by MHJohnston in reply to vegasjeff

@simplehockeyfan Looking forward to having you...Happy Jetting!

1:42 PM Jun 16th via CoTweet in reply to simplehockeyfan



Publishing content

LexisNexis Communities open

Posted [Friday, March 26, 2010 9:02 AM](#) by [ct286](#)

The NEW version of the open web [LexisNexis Communities](#) went live yesterday. Containing news, blogs, podcasts and videocasts and analysis of top cases, [LexisNexis Communities](#) allow students and professors to stay on top of emerging issues by connecting with practitioners and other legal professionals in certain practice areas. Practice areas include:

- Bankruptcy
- Copyright and Trademark
- Corporations and Securities
- Estates and Elder Law
- Environmental Law and Climate Change
- Insurance Law
- International and Foreign Law
- Patent Law
- Real Estate Law
- Tax Law
- Torts
- UCC and Commercial Law
- Workers' Compensation

WestlawNext

Posted [Wednesday, January 27, 2010 4:49 PM](#) by [John Narin](#)

So, West is coming out with a new research system. It will be rolled out next week (February 1). When will we see it? Not sure yet. But, a few law librarians have seen it and are letting us know about it. First, our own Jason Eiseman (along with former YLS librarian Tom Boone, Greg Lambert, and Jason Wilson) [discuss WestlawNext](#). Next, Betsy McKenzie gives a [thoughtful analysis](#) of WestlawNext and what it means for researching and what to do with those old skills.

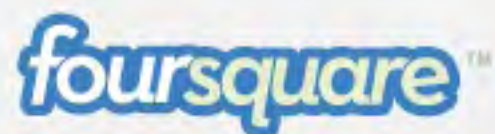
We'll have more news about WestlawNext (and the new Lexis and Bloomberg) as we learn about them.

Obama Administration Launches Comprehensive Open Government Plan

Posted [Tuesday, December 08, 2009 11:48 AM](#) by [ct286](#)



Ghost Town



Find places, people, tags

SEARCH

ME

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STATS

FRIENDS

Currently in **New Haven, CT**

Yale Law Library

127 Wall St.

New Haven, CT

On Twitter: [@yalelawlibrary](#)



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CHECKINS HERE

11

UNIQUE VISITORS

8

YOUR VISITS

2

MAYOR



WHO'S BEEN HERE



CATEGORIES

Add categories below or on your [history page](#).

Add a category:

Select a Category

add

TIPS



Jason E. did this...

website: <http://www.law.yale.edu/library/> (February 9, 2010)



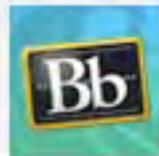
I've done this!

TAGS

Use tags to let people know what they can expect to find here:

Creepy Treehouse





Blackboard Learn



Wall

Info

Reviews

Discussions

Go to Application

[Add to my Page](#)[Add to My Page's Favorites](#)[Suggest to Friends](#)[Block Application](#)

Information

(2.0 out of 5)

Based on 193 reviews

Users: 3,877 monthly active users,

6 friends Category Education

This application was not developed by Facebook.

Fans

6 of 2,710 fans

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MaciasNatalie
EscobarKurt
KratchmanStephanie
Surrena

Clare Cruz

Takis
Athanassiou

Blackboard Learn + Others

Blackboard Learn

Just Others

Blackboard Learn has no recent posts.

Create an Ad

Gilt Groupe



Go behind the scenes. Become our fan on Facebook and get the inside scoop on everything Gilt.

Like

Bloggers Wanted



Get published, build your reputation and portfolio. Earn 2X industry average. Register now and start earning.

Like

Nail the career you want.





What do we
measure & how?

Connie Crosby

Karen R. Schneide
rman

Montserr
at Biederma
nn



Brian L.
Baker



Roger V.
Skalbeck



Christine
Sellers

3,094 People Like This



Mohanned
Maged



Benji
Friedman



David
GuruConnec
tor Hall



Shlomit
Azgad-
Tromer



Agung
Prima
Aprim



Mark
Webster

Favorite Pages

6 of 9 Pages

See All



Harvard
Law
School
Associat
ion (HLSA)



State
Library of
Massachu
setts



Harvard
Law
School



Legal
Informat
ion
Institute
(LII)



Law
Library of
Congress



Free
Governme
nt
Informat
ion (FGI)



nomination of Elena Kagan to the Supreme Court:
<http://law.harvard.libguides.com/kagan>

May 14 at 3:08pm via HootSuite · Comment · Like

9 people like this.

Write a comment...



Harvard Law School Library Friday afternoon study break courtesy of NYU Law Revue: Just Cram <http://ow.ly/1FluF> (headphones recommended!)

May 7 at 3:05pm via HootSuite · Comment · Like

2 people like this.

Write a comment...



Harvard Law School Library Need data for your empirical study of the movie business? <http://ow.ly/1Gptm>

May 3 at 2:44pm via HootSuite · Comment · Like

2 people like this.

Write a comment...



Harvard Law School Library Looking for gateways to even more foreign legal materials? We've got a guide for that too! <http://ow.ly/1FjkQ>

May 3 at 11:15am via HootSuite · Comment · Like

2 people like this.



Jan Madhyam Until the laws are for those that toil to keep the soil n this plant together n against those who have let their greed or insecurities rule – they need to be burnt...! wht better place than the most powerful law school that knows not whose interests it has been serving??????

May 7 at 3:02pm · Flag

Write a comment...



Harvard Law School Library Embarking on a foreign legal research project? We've got a guide for that: <http://ow.ly/1Fjjk>

May 3 at 10:55am via HootSuite · Comment · Like

with Brad Sugars – global entrepreneur. Use code FACE

Like

More Ads



hlslib

✓ **Following**

Lists ▾



New resource: Kluwer Competition Law – <http://ow.ly/1PGMZ>

9:58 AM May 25th via HootSuite

HLS Library summer hours: <http://ow.ly/1On9I> | "Already the aspens are trembling again, and a new summer is offered me..." –Thoreau

6:45 AM May 24th via HootSuite

Meet our empiricists, learn abt open access at HLS, get the scoop on our first digital lab projects...Remixing Langdell: <http://ow.ly/1O9Gx>

7:39 AM May 21st via HootSuite

RT @Harvard_Law Tweeting about HLS 2010 Commencement? Please tag #hls2010

11:14 AM May 17th via Echofon

Presenting the HLS Library guide to the nomination of Elena Kagan to the Supreme Court: <http://law.harvard.libguides.com/kagan>

12:08 PM May 14th via HootSuite

Friday afternoon study break courtesy of NYU Law Revue: Just Crm <http://ow.ly/1FluE> (headphones recommended!)

Name HLS Library

Location Cambridge, MA

Web <http://www.law.harvard.edu>

Bio News, events, and more from the Harvard Law School Library

163

following

333

followers

67

listed

Tweets

196

Favorites

Lists

@hlslib/law-libraries

@hlslib/other-harvard-libraries

@hlslib/libraries

@hlslib/legal-news

@hlslib/hlsorgs

@hlslib/harvard

View all

Actions

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You both follow



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yalelawlibrary

News & Events: Summer Library Hours – May 24 – August 30, 2010 <http://ow.ly/17uIK7>

10:21 AM May 25th via HootSuite

Foreign & Int'l: New Foreign Law E-Resources
<http://ow.ly/17u67Q>

3:20 PM May 24th via HootSuite

New Photos Posted: Beast of Injustice <http://ow.ly/17qMPK>

5:26 PM May 19th via HootSuite

News & Events: New Law Library Acquisitions for April 2010
<http://ow.ly/17hNo7>

8:54 AM May 6th via HootSuite

Foreign & Int'l: Cinco de Mayo – Viva México!
<http://ow.ly/17hev2>

Name Yale Law Library
Location New Haven, CT
Web <http://www.law.ya...>


13 **3,290** **243**
following followers listed

Tweets **218**

[Favorites](#)

[Following](#)



 [RSS feed of yalelawlibrary's tweets](#)

[Edit Page](#)[Promote with an Ad](#)[Add to My Page's Favorites](#)[Suggest to Friends](#)

[Write something about Lillian Goldman Law Library, Yale Law School.](#)

Information

Location:
127 Wall Street
New Haven, CT, 06511

Phone:
203-936-9253

Mon - Thurs:
8:30 am - 12:00 am

Fri:
8:30 am - 10:00 pm

Sat:
10:00 am - 10:00 pm

Sun:
10:00 am - 12:00 am

Insights

[See All](#)

0★
Post Quality

Lillian Goldman Law Library, Yale Law School

[Wall](#)[Info](#)[Boxes](#)[My Flickr](#)[Events](#)[+](#)

What's on your mind?

Attach:

[Everyone](#) ▾[Share](#)[Options](#)

Lillian Goldman Law Library, Yale Law School New DVD Movie Acquisition of the Week: "Precious."



May 25 at 3:59pm - [Comment](#) - [Like](#) - [Share](#)



Lillian Goldman Law Library, Yale Law School News & Events: Summer Library Hours - May 24 - August 30, 2010
<http://ow.ly/17uIK8>

May 25 at 1:21pm via HootSuite - [Comment](#) - [Like](#) - [Promote](#)



Lillian Goldman Law Library, Yale Law School Foreign & Int'l: New Foreign Law E-Resources <http://ow.ly/17u67R>

May 24 at 6:20pm via HootSuite - [Comment](#) - [Like](#) - [Promote](#)



Lillian Goldman Law Library, Yale Law School New DVD Movie Acquisition of the Week: "The Hurt Locker."



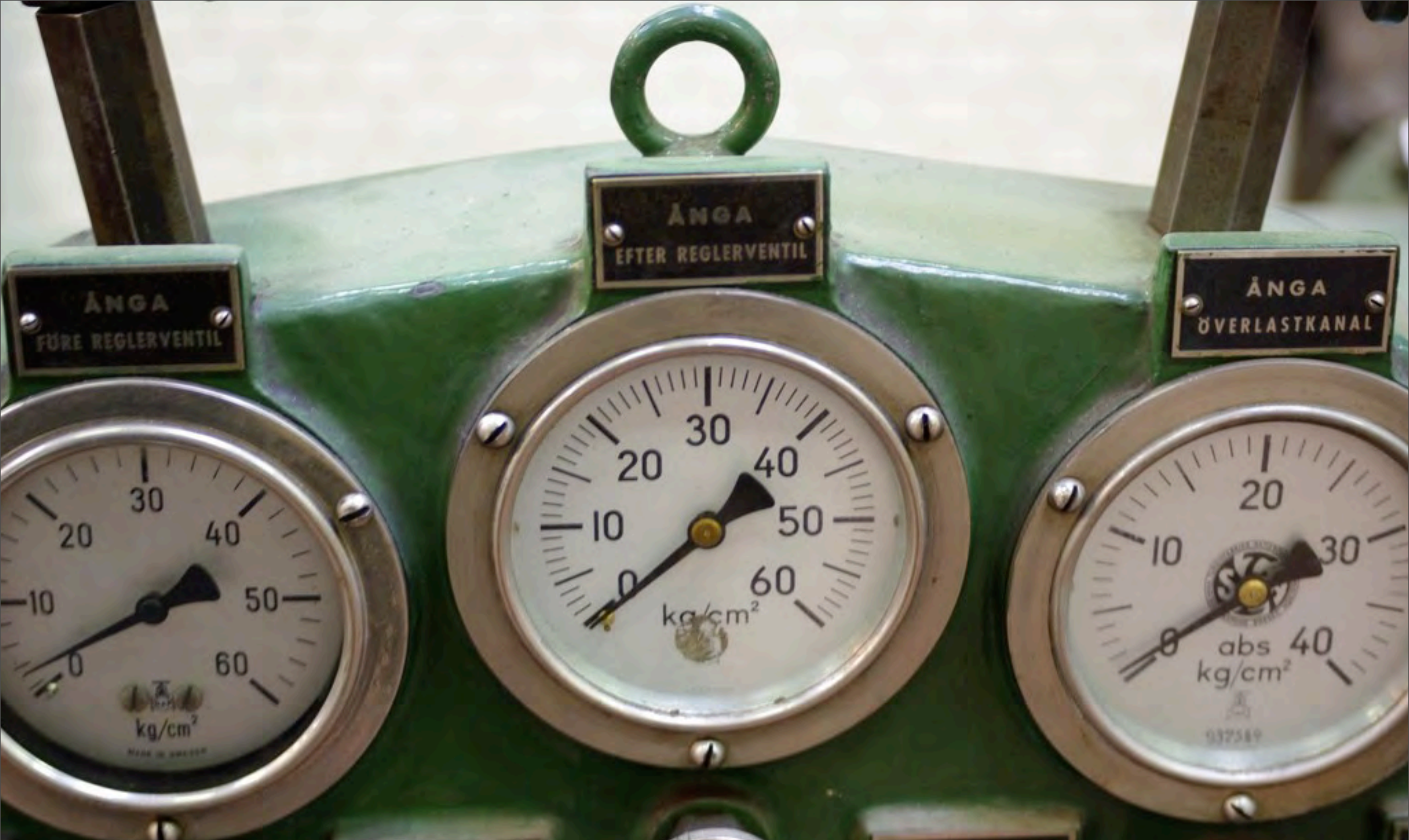
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Lillian Goldman Law Library, Yale...



Your Text Here
Jason Eiseman likes this.
[Like](#)



Different Measurements

[Ads Manager](#) | [Pages](#) | [Help](#) | [Export Data](#)[Promote your page](#)**3**

Interactions This Week [?]

1

Likes

2

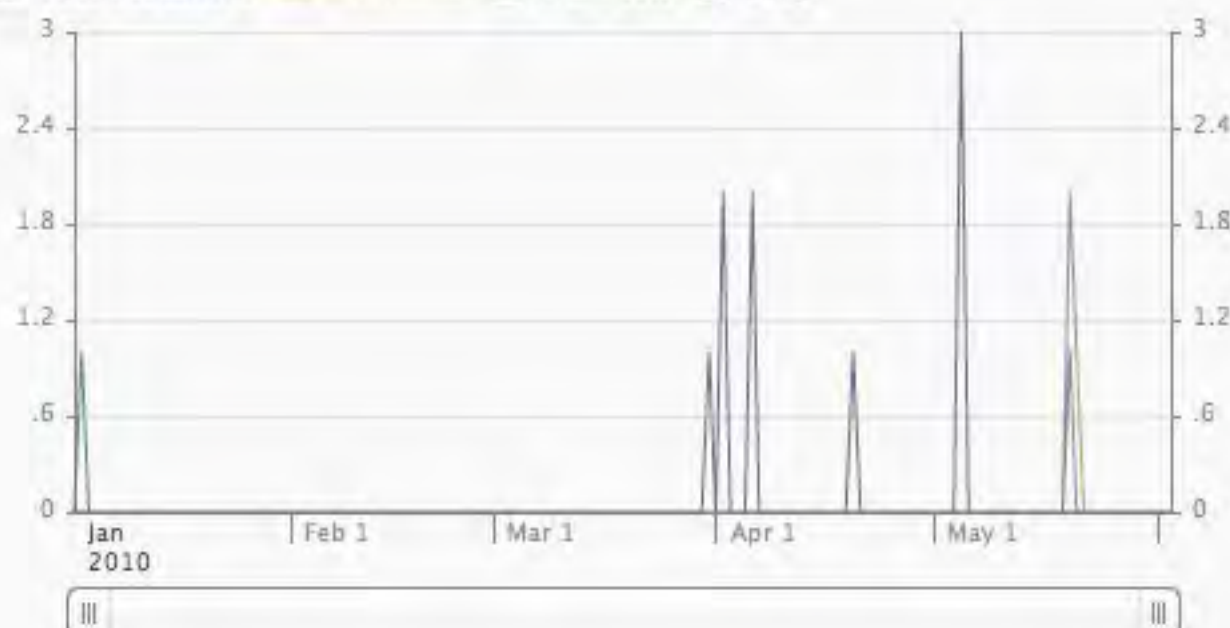
Comments

0

Wall Posts

0★☆☆☆☆
Post Quality [?]

Fans Who Interact With Lillian Goldman Law Library, Yale Law School

Interactions Over Time [Learn more](#)Choose a graph: **Interactions** ▾☒ Total Interactions ☒ Comments ☒ Wall Posts ☒ Likes**1**

Active Fans This Week [?]

↓ -2 Since May 26

Male		Female	
0%		100%	
13-17		0%	0%
18-24		0%	0%
25-34		0%	0%
35-44		0%	0%
45-54		0%	0%
55+		0%	100%

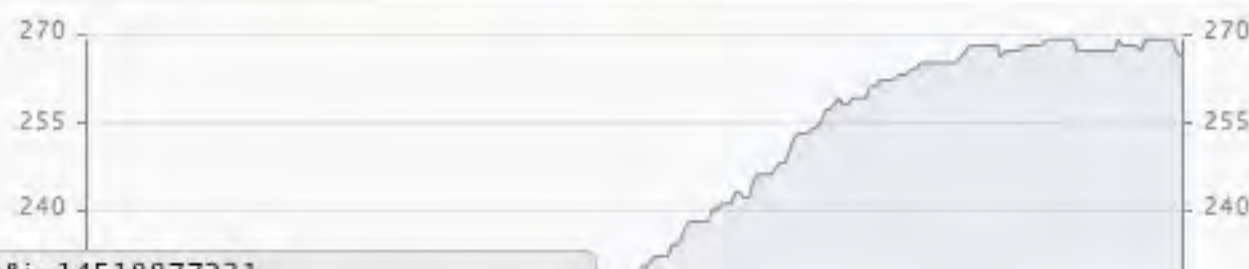
Top Countries

United States

Top Languages

English (US)

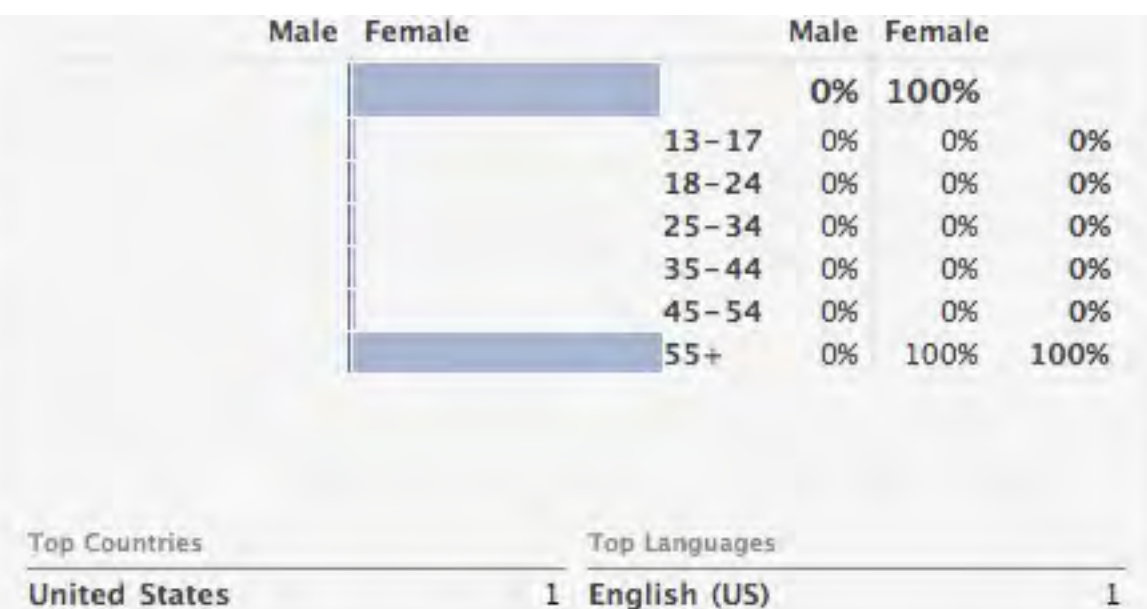
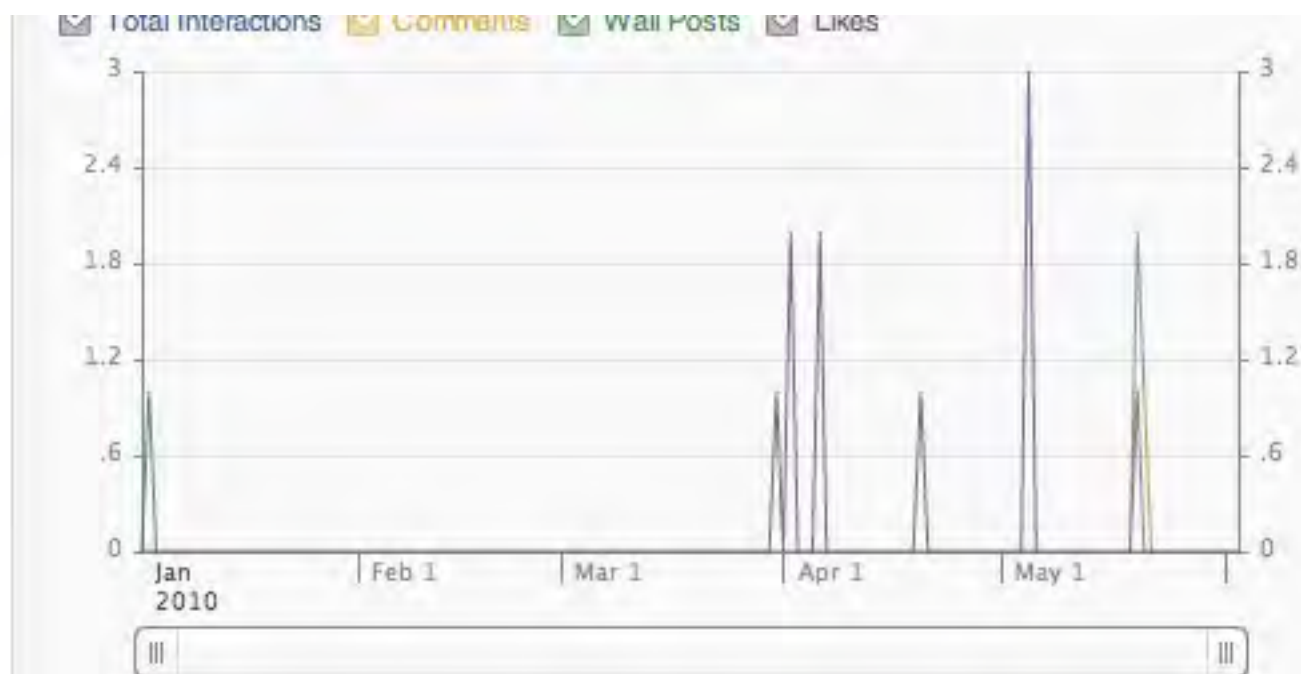
All Fans of Lillian Goldman Law Library, Yale Law School

All Fans Over Time [Learn more](#)Choose a graph: **Total Fans / Unsubscribed Fans** ▾**266**

Total Fans on Jun 05

↓ -1 Since Jun 04

Male		Female	
49%		49%	
13-17		1%	0%
18-24		9%	9%
25-34		18%	15%
35-44		11%	13%



All Fans of Lillian Goldman Law Library, Yale Law School

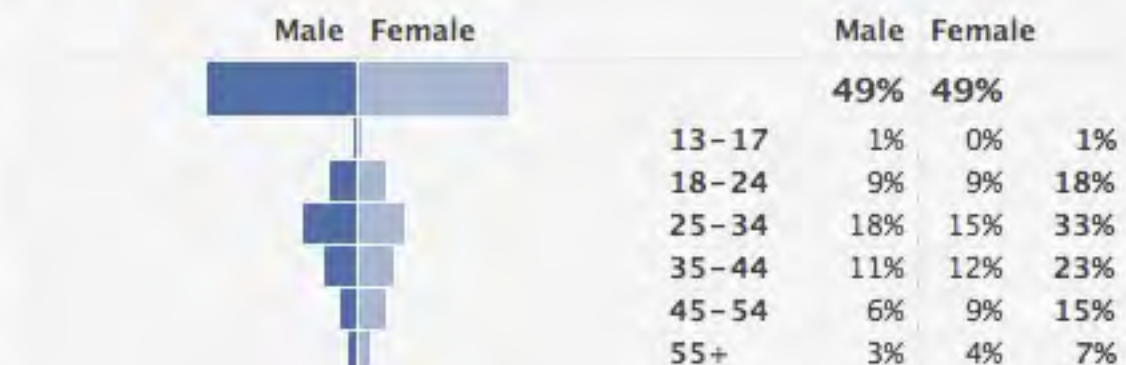
All Fans Over Time [Learn more](#)

Choose a graph: [Total Fans / Unsubscribed Fans](#)



266 Total Fans on Jun 05

↓ -1 Since Jun 04



Top Countries	Top Cities	Top Languages
United States	New Haven	English (US)
168	21	212

[View All](#)

Please allow 48 hours for data to be available for a daily report.



Your photostream

[Collections](#) [Sets](#) [Galleries](#) [Tags](#) [People](#) [Archives](#) [Favorites](#) **Popular** [Profile](#)

Your photostream has been viewed
1,021 times.

Interesting [Views](#) [Favorites](#) [Comments](#)

This is a view of your 98 most popular bits, ordered by interestingness.

(You can get a more detailed breakdown of your photostream by using [Flickr Stats](#).)



#1: [Reading Room](#)

Reading Room seen from the stacks

• 103 views / [4 people](#) count this as a favorite / 1 comment



#2: [Reading Room](#)

• 100 views / [1 person](#) counts this as a favorite / 1 comment



#3: [Beast of Injustice](#)

Source: Guillaume Le Rouillé, IUSTICIE ATQUE INIUSTICIE (Paris, 1520), call no. France 46 +L56225

• 59 views / [2 people](#) count this as a favorite / 0 comments



#4: [Reading Room in Shadow](#)

Main reading room

• 52 views / [1 person](#) counts this as a favorite / 0 comments



#5: [Martín de Azpilcueta \(1492?-1586\)](#)



Stats for: Your account

Stats are shown in GMT, where it's currently 3.02PM on 25th June 2010 (Fri)

Daily aggregate views on your account



View counts

	So far today	Yesterday	All time
Photos and Videos	1	27	7,584
Photostream	1	4	1,040
Sets	0	11	2,680
Collections	0	1	310
Galleries	0	0	0
	2	43	11,614

Your most viewed photos and videos

Your most viewed photos and videos

So far today...

	Views	★	💬
 Beast of Injustice	1	0	0

[All photos and videos...](#)

Yesterday


	Views	★	💬
 The tree of contracts	12	1	0
 JX 2093.A1 1670	2	0	0
 Neth 36 F91	1	0	0
 Baldo degli Ubaldi (1327?-1400)	1	0	0
 Paulus de Castro (d. 1441)	1	0	0
 Carlo Ruini (1456-1530)	1	0	0
 Nicolo Mattarelli, Leggista molto eccellente	1	0	0
 Girolamo Bottigella	1	0	0
 Franciscus Curtius Papiensis	1	0	0
 Catalano Bellincini, dottissimo in Legge	1	0	0

[All photos and videos...](#)

Referrers

So far today...

	Visits	%
Flickr	1	100%
Search Engines	0	0%
Other Sites	0	0%
Unknown Source	0	0%

Domain	Visits	%
 flickr.com	1	100%

[All referrers...](#)

Yesterday

	Visits	%
Flickr	22	81%
Search Engines	0	0%
Other Sites	1	3%
Unknown Source	4	14%

Domain	Visits	%
 flickr.com	22	81%
 twitter.com	1	3%

[All referrers...](#)

Breakdown of your photos and videos (430)

Public	430	Tagged	65	With views	413
Private	0	Not tagged	365	Without views	17
Friends only	0	Geotagged	0	With comments	4
Family only	0	Not geotagged	430	Without comments	426
Friends & Family	0				
Photos	430	In sets	412	Favorited	36
Videos	0	Not in sets	18	Not favorited	394
		In groups	3		
		Not in groups	427		

[Account stats](#) / [2010-06-23](#) / Referrers



Referrers for: Your account

← Wednesday, Jun 23 2010 →

	Linked from	Views
1	 flickr.com	73
2	 twitter.com	4
3	 facebook.com	2
4	untiny.me	2
5	iconfactory.com	1
6	longurl.org	1
7	ow.ly	1
8	seesmic.com	1
9	twittergadget.com	1
10	twittertim.es	1
11	yoono.com	1



Statistics / All Videos / 10906413



Mon 05/17/10 – Thu 06/17/10



Kluwer Arbitration Demo

Mon 05/17/10 – Thu 06/17/10



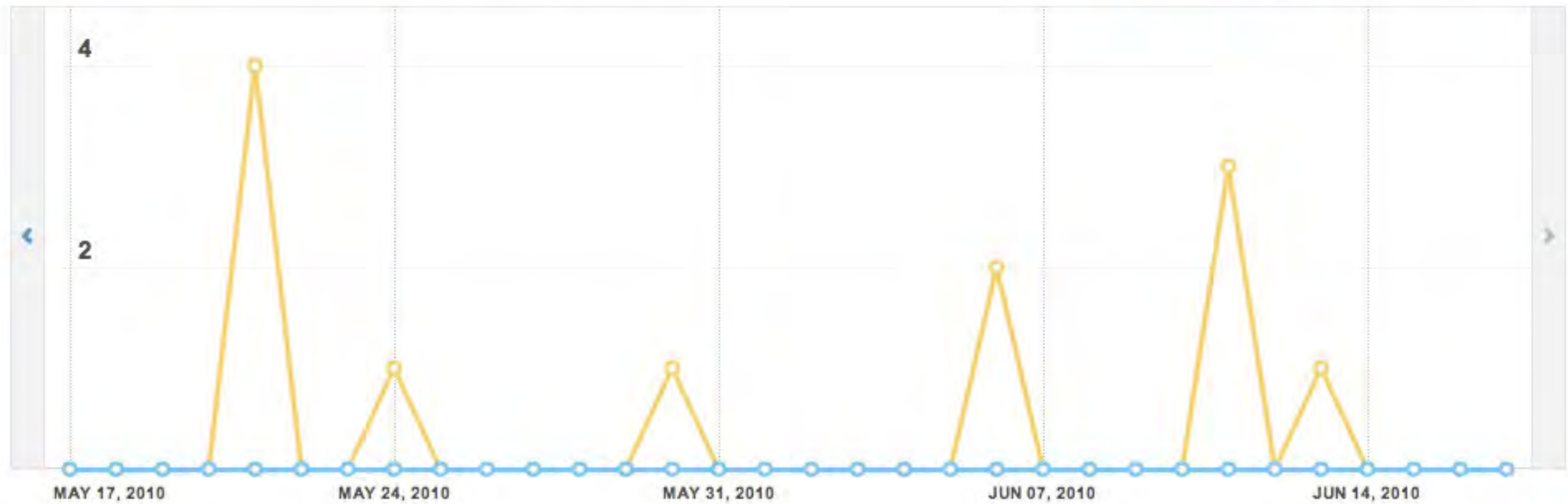
General



Geolocation



Embeds



Legend: **Max** / **Min**



Statistics / All Videos / 10906413 / Geographical



Tue 05/25/10 – Fri 06/25/10



Kluwer Arbitration Demo

Tue 05/25/10 – Fri 06/25/10



General



Geolocation



Embeds



Legend: **Max** / **Min**

Rank	Location	Total plays	Total loads
1	United States		10
2	Canada	1	1
3	Japan		1



Statistics / All Videos / 10906413 / Embeds



Tue 05/25/10 – Fri 06/25/10



Kluwer Arbitration Demo

Tue 05/25/10 – Fri 06/25/10



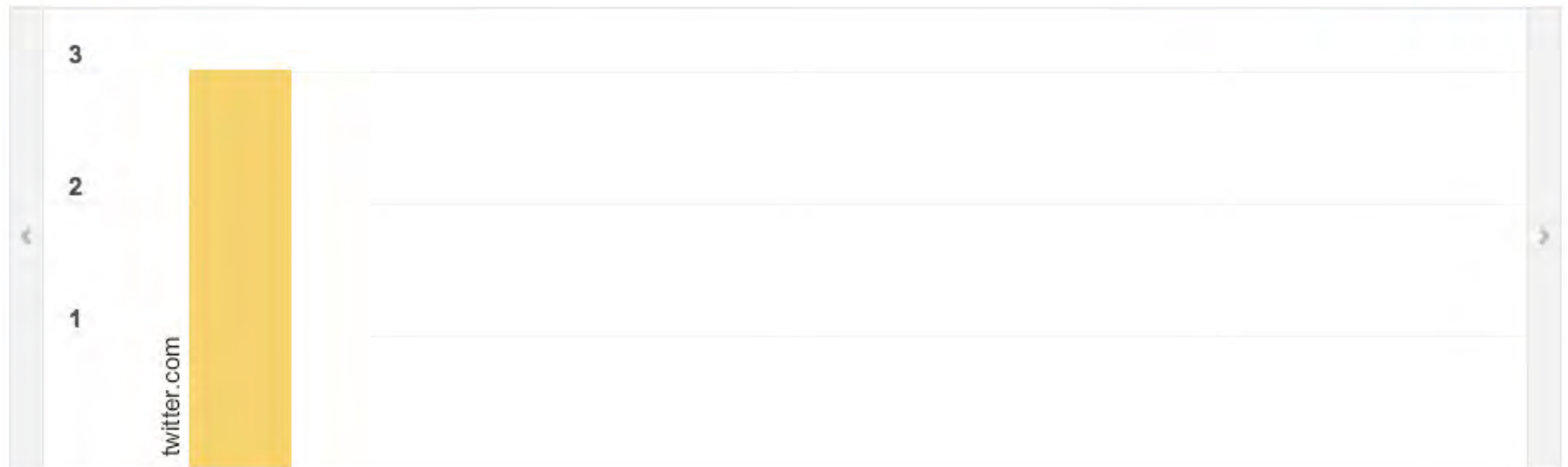
General



Geolocation



Embeds

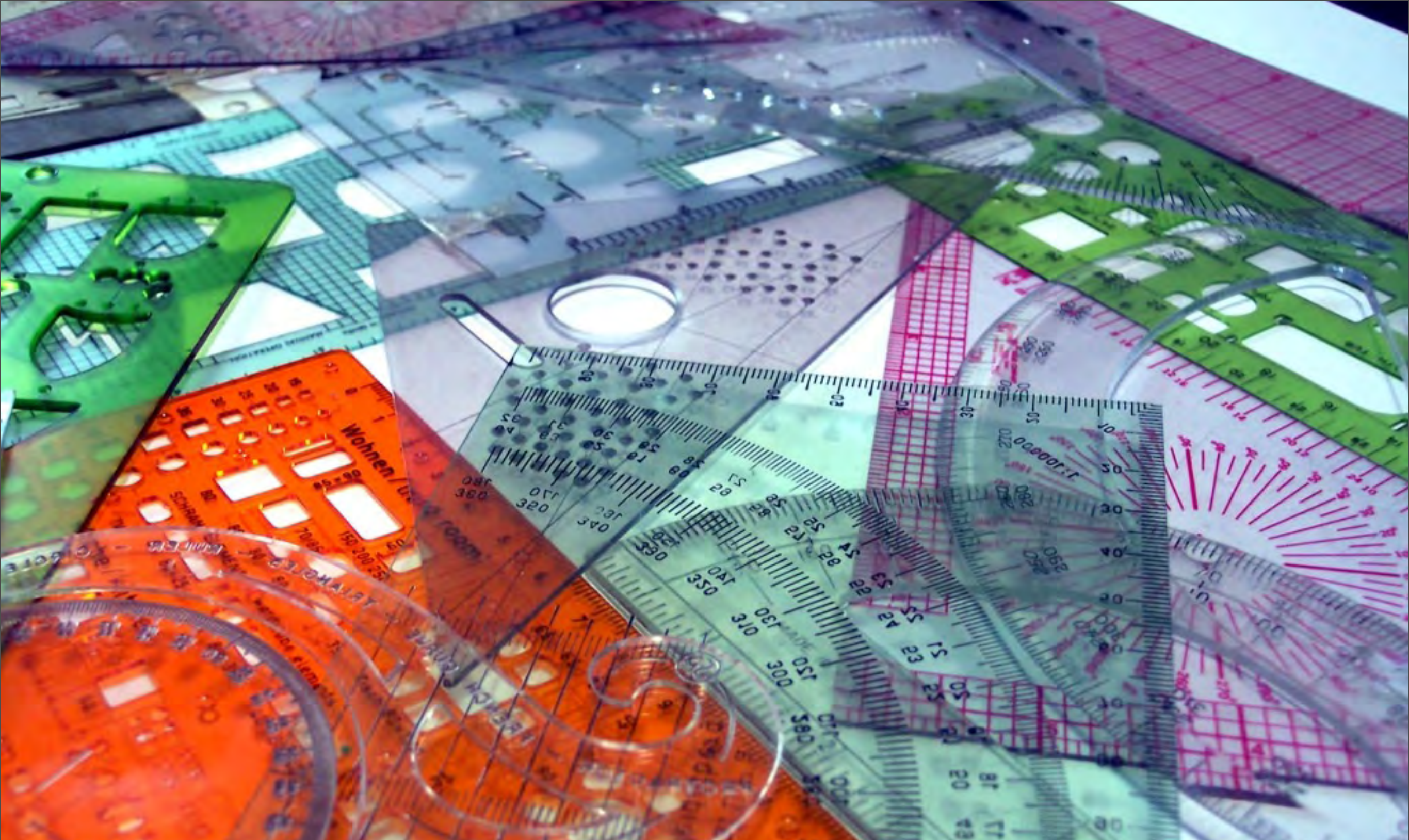


1

Legend: Max / Min

Rank	Domains	Total plays	SD plays	HD plays	Total loads	
1	twitter.com	+	0	0	0	3
Totals		0	0	0	3	

Date	Total plays	Total loads	Total finishes	Likes	Comments	+
Thu Jun 17, 2010	0	0	0	0	0	
Wed Jun 16, 2010	0	0	0	0	0	
Tue Jun 15, 2010	0	0	0	0	0	
Mon Jun 14, 2010	0	0	0	0	0	
Sun Jun 13, 2010	0	1	0	0	0	
Sat Jun 12, 2010	0	0	0	0	0	
Fri Jun 11, 2010	0	3	0	0	0	
Thu Jun 10, 2010	0	0	0	0	0	
Wed Jun 09, 2010	0	0	0	0	0	
Tue Jun 08, 2010	0	0	0	0	0	
Mon Jun 07, 2010	0	0	0	0	0	
Sun Jun 06, 2010	0	2	0	0	0	
Sat Jun 05, 2010	0	0	0	0	0	
Fri Jun 04, 2010	0	0	0	0	0	
Thu Jun 03, 2010	0	0	0	0	0	
Wed Jun 02, 2010	0	0	0	0	0	
Tue Jun 01, 2010	0	0	0	0	0	
Mon May 31, 2010	0	0	0	0	0	
Sun May 30, 2010	0	1	0	0	0	
Sat May 29, 2010	0	0	0	0	0	
Fri May 28, 2010	0	0	0	0	0	
Thu May 27, 2010	0	0	0	0	0	



Measurement Tools



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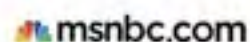


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Send Later



Send Now

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Social Network Feed

Keyword Tracking

Search

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Team Columns

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Sync Avatars

+ Add Social Network

-  **yalelawlibrary**
Owner
-  **Lillian Goldman...**
Owner



Team Profile Settings Sent Invitations

yalelawlibrary

Account Owner:


Jason Eiseman (That's you!) [view](#) [Transfer ownership](#)

Team Members:


- | | | | |
|-------------------------|--|-----------------|--|
| Camilla Tubbs | edit  | Ryan Harrington | edit  |
| <small>Advanced</small> | | | |

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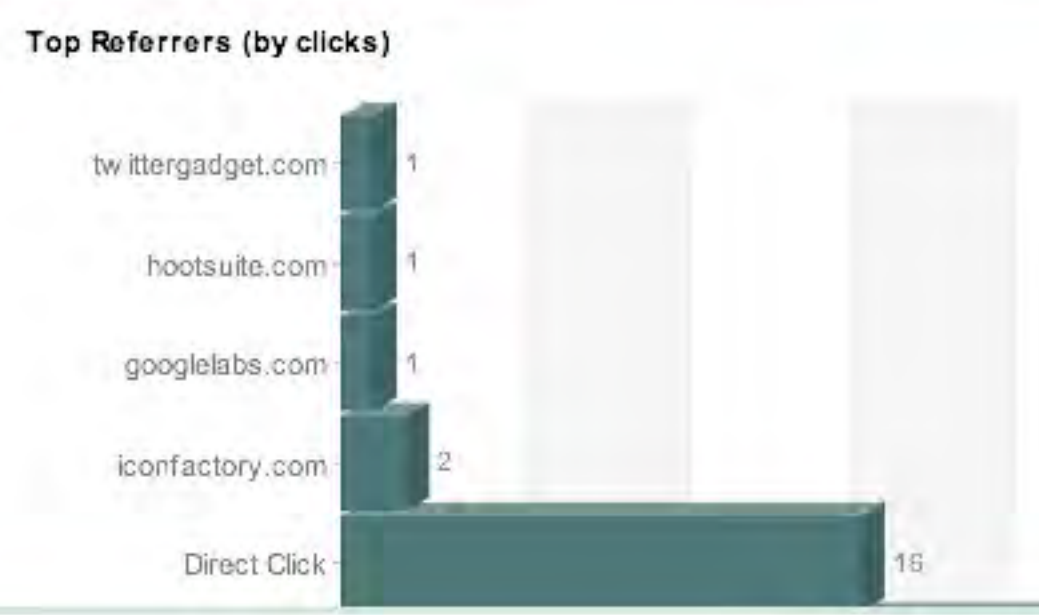
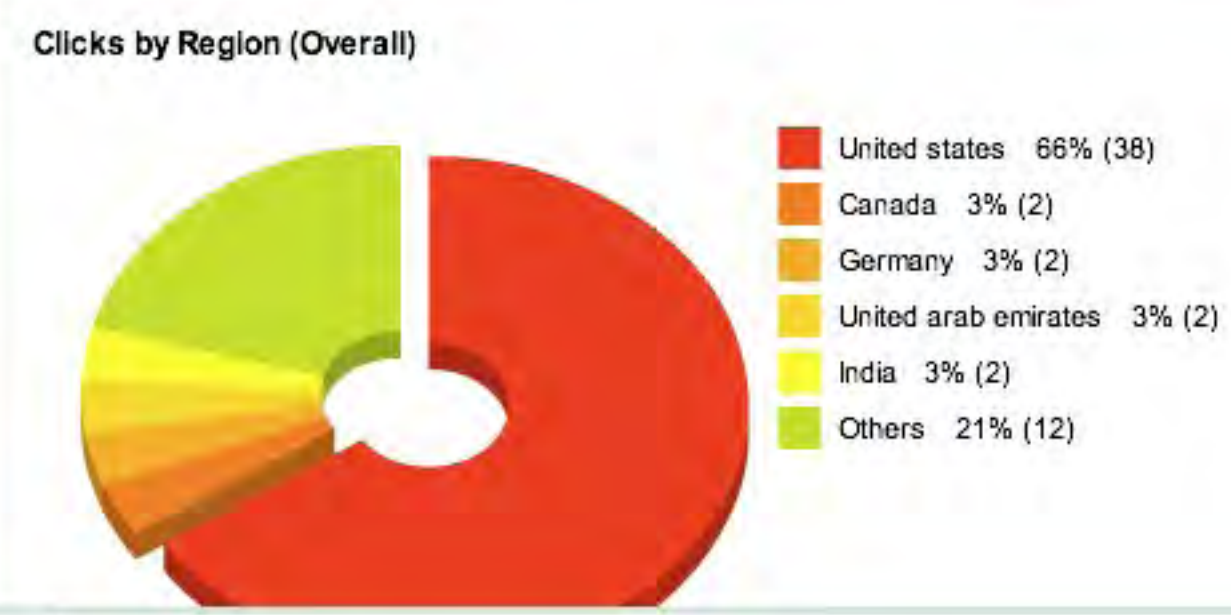
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 Yale Law Library - Reference Blog	28
 Yale Law Library Resource of the Day	0


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Subscribers

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Map Overlay

Uncommon Uses

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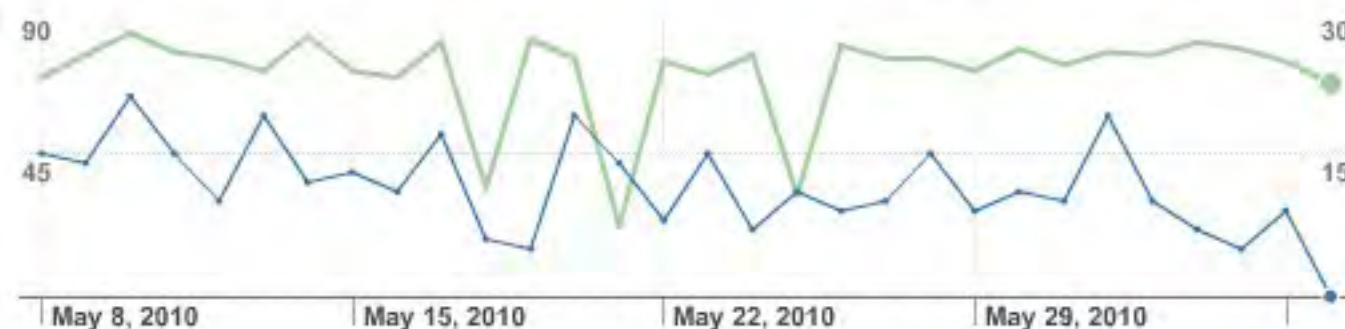
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♦ **0** reach 

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Medieval Manuscripts in Law Book Bindings, no. 20	1	40
4th-graders from North Haven tour our exhibits	1	40
Medieval Manuscripts in Law Book Bindings, no. 19	--	40

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- About this Report
- Conversion University
- Common Questions

Export Email

Dashboard



Site Usage

14,516 Visits

23,004 Pageviews

1.58 Pages/Visit

78.84% B

00:01:25

29.85% %

Visitors Overview



8,515 Visitors

Map Overlay



Dashboard

Intelligence Beta

Visitors

Overview

Benchmarking

Map Overlay

New vs. Returning

Languages

▶ Visitor Trending

▶ Visitor Loyalty

▶ Browser Capabilities

▶ Network Properties

▶ Mobile

User Defined

Custom Variables

Traffic Sources

Content

Goals

Custom Reporting

My Customizations

Custom Reports

Advanced Segments

Intelligence Beta

Email

Help Resources

About this Report

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Email

Add to Dashboard

Visitors Overview

Visitors

Date	Visitors
May 10	300
May 11	200
May 12	250
May 13	350
May 14	350
May 15	350
May 16	350
May 17	200
May 18	250
May 19	350
May 20	350
May 21	350
May 22	300
May 23	150
May 24	300
May 25	300
May 26	300
May 27	300
May 28	300

8,515 people visited this site

14,516 Visits

8,515 Absolute Unique Visitors

23,004 Pageviews

1.58 Average Pageviews

00:01:25 Time on Site

78.84% Bounce Rate

29.85% New Visits

Visitor Segmentation

Visitors Profile: language

Browser Profile: browser systems, screen colors

Map Overlay
Geolocation visualization

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Understand the demographics

Technical Profile



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Capital Punishment Guide

The library has resources available to help capital punishment research in both print and online research. Some resources, like the Connecticut General Statutes and United States Codes are available as Books, Web Resources, and Government Resources.

This research guide also points to some books in the library collection and articles by Professor Stephen Bright that speak directly to Capital Punishment and the issues surrounding it.

In addition, the Web Resources contain links to resources discussing lawyer representation in capital cases and mental health considerations. Please also see the "Related Categories" tab to find other resources which might be related to Capital Punishment.

Resources

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[A litigator's guide to DNA : from the laboratory to the courtroom](#)

Ron C. Michaelis, Robert G. Flanders, Paula H. Wulff

<http://morris.law.yale.edu/search/a?searchtype=t&searcharg=A+litigator%27s+guide...>

[Capital punishment](#)

edited with an introduction by Margery B. Koosed.(part of a series in Controversies in Constitutional Law).

[KF9227.C2 C345 1996](#)

[Capital Punishment and the Judicial Process](#)

Coyne, Randall and Entzeroth, Lyon (2006)

<http://ow.ly/17m80r>
8:54 AM May 6th via HootSuite

Foreign & Int'l: Cinco de Mayo – Viva México!
<http://ow.ly/17hev2>

11:35 AM May 5th via HootSuite

Rare Books: Fan letters from fourth-graders
<http://ow.ly/17h7Fe>

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News & Events: Survey results <http://ow.ly/17gnHx>

7:31 AM May 4th via HootSuite

Resource of the day: Manupatra <http://ow.ly/1FqYl>

6:29 PM Apr 30th via HootSuite

Resource of the day: WilsonWeb <http://ow.ly/17emn1>

5:25 PM Apr 30th via HootSuite

Resource of the day: Hein Online Treaties and Agreements
Library <http://ow.ly/17bwnd>

5:27 PM Apr 26th via HootSuite

Rare Books: 4th-graders from North Haven tour our exhibits
<http://ow.ly/1791fc>

1:26 PM Apr 22nd via HootSuite

News & Events: Restricted Access – April 26 – May 21, 2010
<http://ow.ly/178Ujy>

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News & Events: Tomorrow: Lawyering Skills, A Crash Course
in Legal Writing, Research, and Practice <http://ow.ly/177rsj>

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in [Foreign & Transnational Law Resources](#) [Foreign International and Transnational Law Resources](#) [India](#)

Title:

Manupatra

Description:

Comprehensive database of primary and secondary Indian law, including federal and sub-federal cases and laws, cases arranged by topic, practice forms, and more.

Resource Type:

Database

Database

Database URL: [Manupatra](#)

Database Access: [Yale network](#)

Average:



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Return On Investment - ROI

 Like



What Does *Return On Investment - ROI* Mean?

A performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments. To calculate ROI, the benefit (return) of an [investment](#) is divided by the cost of the investment; the result is expressed as a percentage or a ratio.

The return on investment formula:

$$ROI = \frac{(\text{Gain from Investment} - \text{Cost of Investment})}{\text{Cost of Investment}}$$

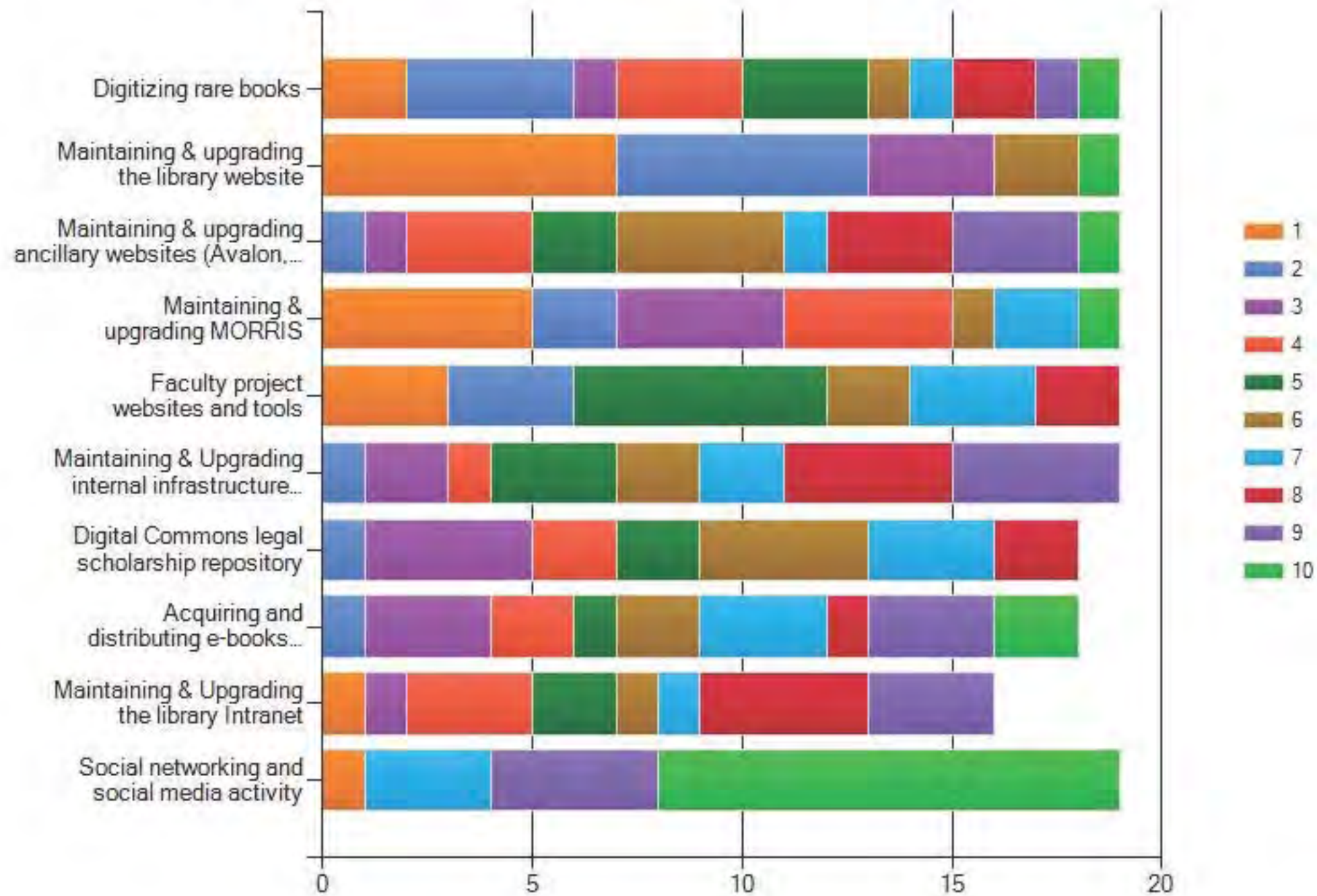
[Return on investment](#) is a very popular metric because of its versatility and simplicity. That is, if an investment does not have a positive ROI, or if there are other opportunities with a higher ROI, then the investment should be not be undertaken.



Investopedia explains *Return On Investment - ROI*

Keep in mind that the calculation for return on investment and, therefore the definition, can be modified to suit the situation -it all depends on what you include as returns and [costs](#). The

Please rank the following technology projects in order of most to least important over the next five years, 1 being the most important and 10 the least.



Questions?

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