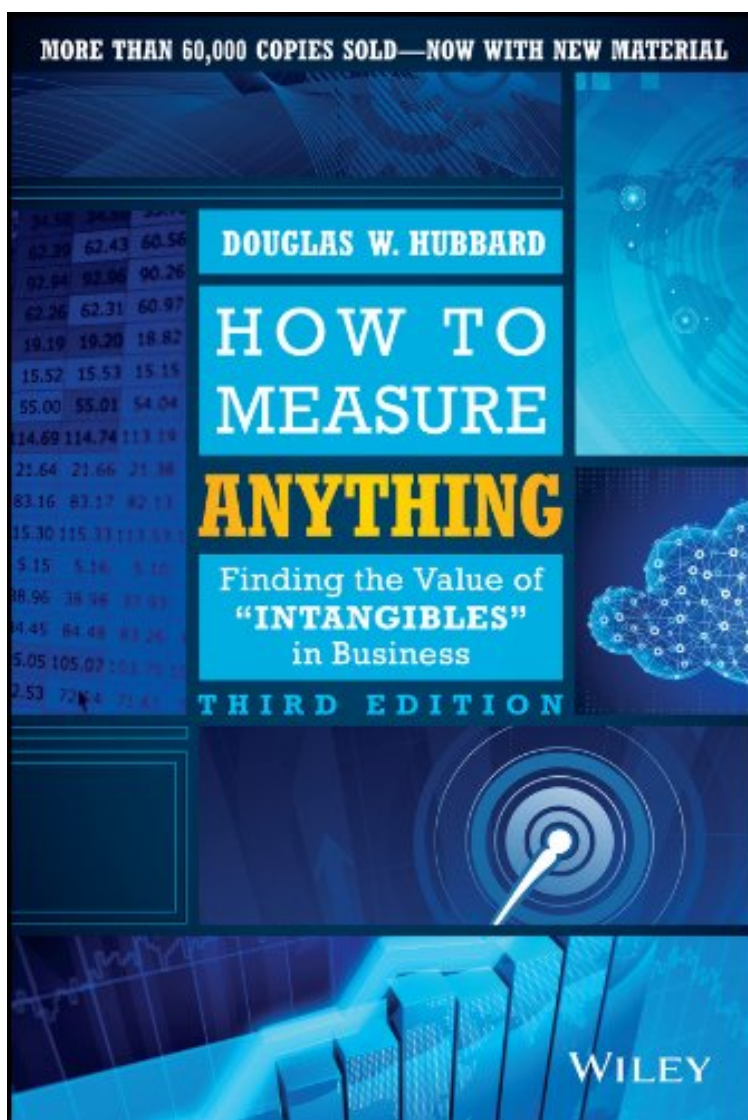


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applications available to those readers who want to dig deeper Continues to boldly assert that any perception of "immeasurability" is based on certain popular misconceptions about measurement and measurement methods Shows the common reasoning for calling something immeasurable, and sets out to correct those ideas Offers practical methods for measuring a variety of "intangibles" Provides an online database (www.howtomeasureanything.com) of downloadable, practical examples worked out in detailed spreadsheets Written by recognized expert Douglas Hubbard creator of Applied Information Economics How to Measure Anything, Third Edition illustrates how the author has used his approach across various industries and how any problem, no matter how difficult, ill defined, or uncertain can lend itself to measurement using proven methods. Prsentation de l'diteur Now updated with new measurement methods and new examples, How to Measure Anything shows managers how to inform themselves in order to make less risky, more profitable business decisions This insightful and eloquent book will show you how to measure those things in your own business, government agency or other organization that, until now, you may have considered "immeasurable," including customer satisfaction, organizational flexibility, technology risk, and technology ROI. Adds new measurement methods, showing how they can be applied to a variety of areas such as risk management and customer satisfaction Simplifies overall content while still making the more technical applications available to those readers who want to dig deeper Continues to boldly assert that any perception of "immeasurability" is based on certain popular misconceptions about measurement and measurement methods Shows the common reasoning for calling something immeasurable, and sets out to correct those ideas Offers practical methods for measuring a variety of "intangibles" Provides an online database (www.howtomeasureanything.com) of downloadable, practical examples worked out in detailed spreadsheets Written by recognized expert Douglas Hubbard creator of Applied Information Economics How to Measure Anything, Third Edition illustrates how the author has used his approach across various industries and how any problem, no matter how difficult, ill defined, or uncertain can lend itself to measurement using proven methods. Quatrième de couverture Praise for the second edition of How to Measure Anything: Finding the Value of Intangibles in Business How to Measure Anything was already my favorite book (just ahead of Hubbard s second book, The Failure of Risk Management) and one I actively promote to my students and colleagues. But the Second Edition, improving on the already exquisite first edition, is an achievement of its own. As a physicist and economist, I applied these techniques in several fields for several years. For the first time, somebody wrote together all these concerns on one canvas that is at the same time accessible to a broad audience and applicable by specialists. This book is a must for students and experts in the field of analysis (in general) and decisionmaking. Dr. JOHAN BRAET, University of Antwerp, Faculty of Applied Economics, Risk Management and Innovation Doug Hubbard s book is a marvelous tutorial on how to define sound metrics to justify and manage complex programs. It is a mustread for anyone concerned about mitigating the risks involved with capital planning, investment decisions, and program management. JIM FLYZIK, former Government CIO, White House Technology Advisor and CIO magazine Hall of Fame Inductee Praise for the first edition The bestselling Business Math book two years in a row! I love this book. Douglas Hubbard helps us create a path to know the answer to almost any question, in business, in science, or in life . . . How to Measure Anything provides just the tools most of us need to measure anything better, to gain that insight, to make progress, and to succeed. PETER TIPPETT, PhD, MD, Chief Technology Officer, CyberTrust, and inventor of the first antivirus software Interestingly written and full of case studies and rich examples, Hubbard s book is a valuable resource for those who routinely make decisions involving uncertainty. This book is readable and quite entertaining, and even those who consider themselves averse to statistics may find it highly approachable. Strategic Finance This book is remarkable in its range of measurement applications and its clarity of style. A mustread for every professional who has ever exclaimed, Sure, that concept is important, but can we measure it? Dr. JACK STENNER, cofounder and CEO of MetaMetrics, Inc. Hubbard has made a career of finding ways to measure things that other folks thought were immeasurable. Quality? The value of telecommuting? The benefits of greater IT security? Public image? He says it can be done and without breaking the bank . . . If you d like to fare better in the projectapproval wars, take a look at this book. ComputerWorld