How to Measure Anything: Finding the Value of Intangibles in Business [and elsewhere]

Description

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3rd Edition by Douglas W. Hubbard (Author)

pdf copy of 2nd edition available here

Building up from simple concepts to illustrate the hands-on yet intuitively easy application of advanced statistical techniques, *How to Measure Anything* reveals the power of measurement in our understanding of business and the world at large. This insightful and engaging book shows you how to measure those things in your business that until now you may have considered â??immeasurable,â?• including technology ROI, organizational flexibility, customer satisfaction, and technology risk.

Offering examples that will get you to attempt measurements-even when it seems impossible-this book provides you with the substantive steps for measuring anything, especially uncertainty and risk. Donâ??t wait-listen to this book and find out:

- The three reasons why things may seem immeasurable but are not
- Inspirational examples of where seemingly impossible measurements were resolved with surprisingly simple methods
- How computing the value of information will show that you probably have been measuring all the wrong things
- How not to measure risk
- Methods for measuring â??softâ?• things like happiness, satisfaction, quality, and more

Amazon.com Review Now updated with new research and even more intuitive explanations, a demystifying explanation of how managers can inform themselves 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 that, until now, you may have considered â??immeasurable,â?• including customer satisfaction, organizational flexibility, technology risk, and technology ROI.

- Adds even more intuitive explanations of powerful measurement methods and shows how they can be applied to areas such as risk management and customer satisfaction
- Continues to boldly assert that any perception of â??immeasurabilityâ?• 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 â??intangiblesâ?•
- Adds recent research, especially in regards to methods that seem like measurement, but are in fact a kind of â??placebo effectâ?• for management â?? and explains how to tell effective methods from management mythology
- Written by recognized expert Douglas Hubbard-creator of Applied Information Economics

How to Measure Anything, Second 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.

See also Julia Galefâ??s podcast interview with the author: http://rationallyspeakingpodcast.org/show/rs-197-doug-hubbard-on-why-people-think-some-things-cant-be.html â?¦

Category

1. Books

Date
11/11/2026
Date Created
20/11/2017
Author
admin