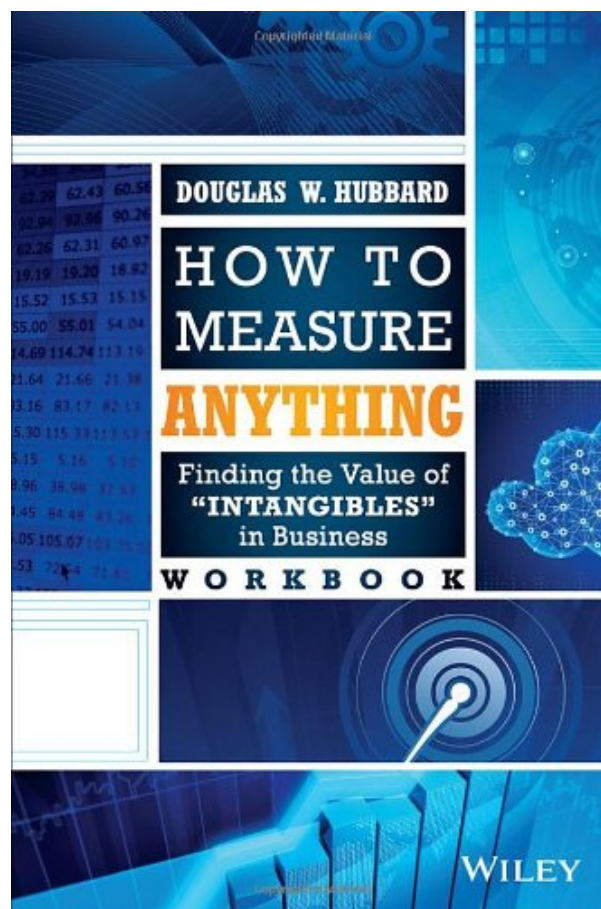
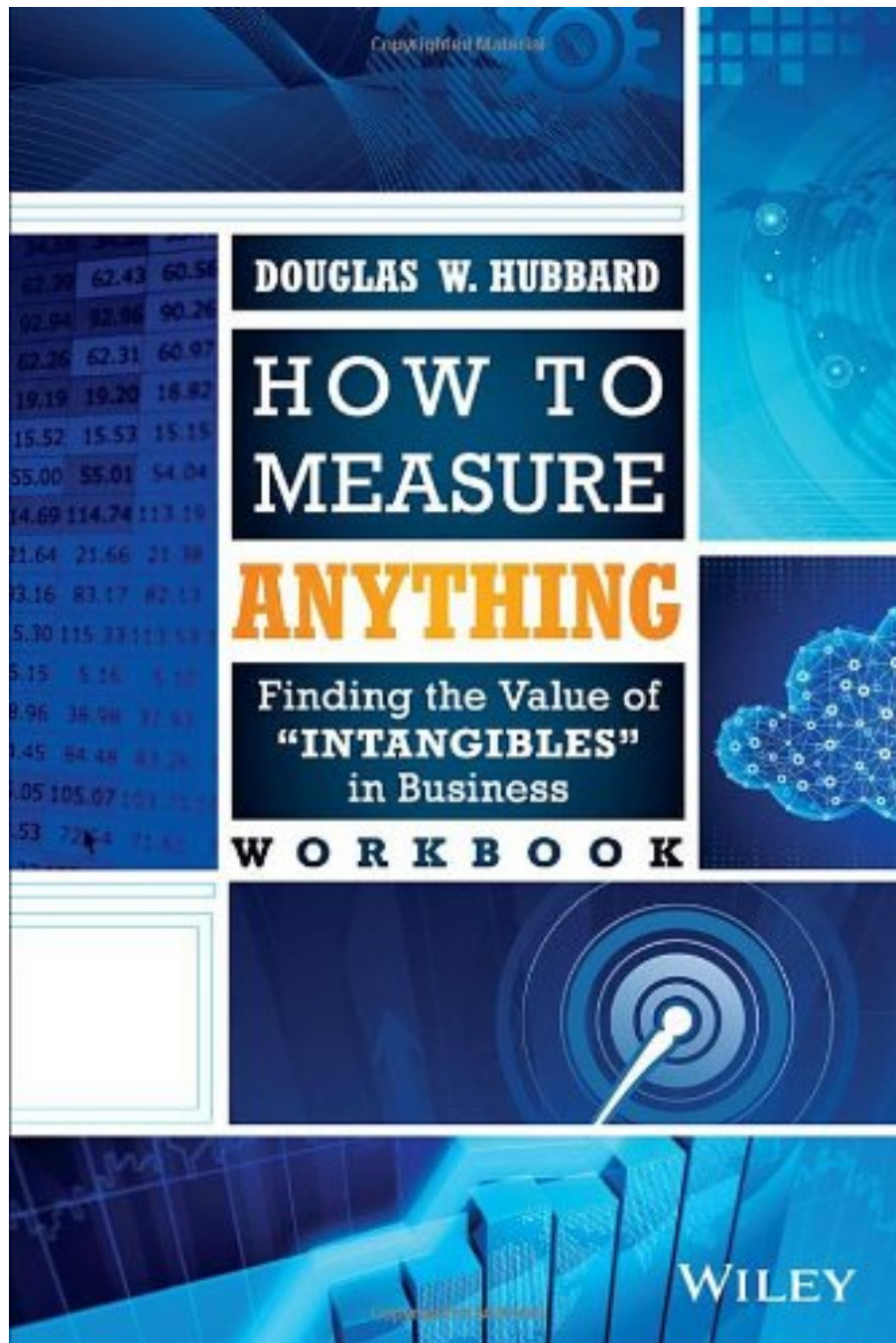


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From the Back Cover

The companion workbook to the new edition of the bestselling How to Measure Anything

How can we measure the population of fish in a lake? And how is that like measuring unsatisfied customers who didn't complain or measuring security breaches that were not detected? How can we isolate the effect advertising has on sales when a vast amount of unknowns also affect sales? How did a 9-year-old girl use a simple measurement to debunk a popular practice in medicine? How do we measure quality, risk, or innovation? How do we know what to measure in the first place? The answers are easier than you might think.

This companion workbook to the new edition of the insightful and eloquent How to Measure Anything walks you through sample problems and exercises to help you master and apply the methods discussed in the book. Following along with each book chapter, this workbook is an excellent supplementary teaching tool in the classroom.

The book explains practical methods for measuring a variety of intangibles, including approaches to measuring customer satisfaction, organizational flexibility, technology risk, technology ROI, and other problems in business, government, and not-for-profits.

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- Provides chapter-by-chapter exercises
- Written by industry leader Douglas Hubbard

How to Measure Anything Workbook 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.

## About the Author

DOUGLAS W. HUBBARD is the inventor of Applied Information Economics (AIE). He is an internationally recognized expert in the field of decision analysis and challenging measurements and is a popular speaker at numerous conferences. AIE method has been applied to dozens of large Fortune 500 IT investments, military logistics, venture capital, aerospace, and environmental issues. Doug is the author of *How to Measure Anything: Finding the Value of “Intangibles” in Business* (Wiley).

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