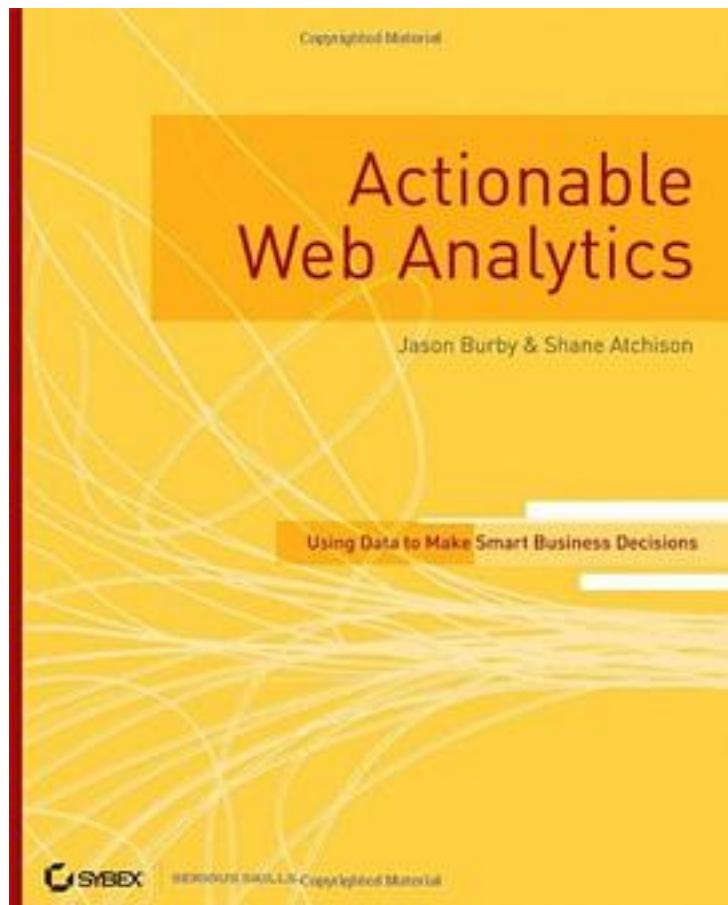


# Actionable Web Analytics



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出版者:Sybex

出版时间:2007-05-29

装帧:Paperback

isbn:9780470124741

在线阅读本书

Knowing everything you can about each click to your Web site can help you make strategic decisions regarding your business. This book is about the why, not just the

how, of web analytics and the rules for developing a "culture of analysis" inside your organization. Why you should collect various types of data. Why you need a strategy. Why it must remain flexible. Why your data must generate meaningful action. The authors answer these critical questions—and many more—using their decade of experience in Web analytics.

作者介绍:

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## 书评

从头读起，读完forward就快让我睡着了，咬着牙，继续。。  
看到一半，的确有些东西值得学习，也值得做笔记。但是我个人认为，分析方面细节讲的不够，仅280页的书，写的太全，什么都要讲，感觉什么都没有讲太多。很多篇幅用来讲一些浅显的道理，我觉得完全有点没有必要了，因为...

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