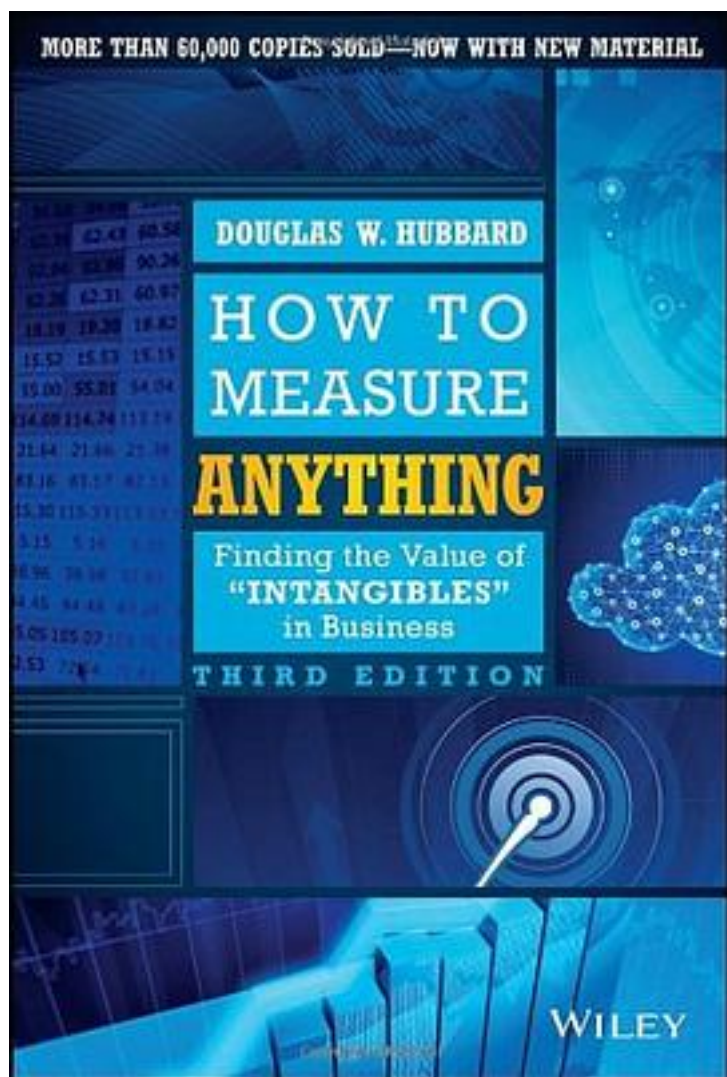


How to Measure Anything



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Praise for How to Measure Anything: Finding the Value of Intangibles in Business

"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 . . . Hubbard helps us by showing us that when we seek metrics to solve problems, we are really trying to know something better than we know it now. 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."

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Chief Technology Officer at CyberTrust

and inventor of the first antivirus software

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EVP and COO of

The Advisory Council

"As a reader you soon realize that actually everything can be measured while learning how to measure only what matters. This book cuts through conventional clichés and business rhetoric and offers practical steps to using measurements as a tool for better decision making. Hubbard bridges the gaps to make college statistics relevant and valuable for business decisions."

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"This book is remarkable in its range of measurement applications and its clarity of style. A must-read for every professional who has ever exclaimed, 'Sure, that concept is important, but can we measure it?'"

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Cofounder and CEO of MetraMetrics, Inc.

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A decent book. Although sometimes, the author raised the question but solved it a little bit vaguely...

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