

HOW TO MEASURE ANYTHING



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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.

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Doug Hubbard, inventor of Applied Information Economics (AIE) and author of How to Measure Anything: Finding the Value of Intangibles in Business, will describe how it is possible to measure any

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