



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

Douglas W. Hubbard

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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' - Peter Tippet, PhD, M.D. Chief Technology Officer at CyberTrust and inventor of the first antivirus software. 'Doug Hubbard has provided an easy-to-read, demystifying explanation of how managers can inform themselves to make less risky, more profitable business decisions. We encourage our clients to try his powerful, practical techniques' - Peter Schay 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 cliches 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' - Ray Gilbert EVP Lucent. '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?'" - Dr. Jack Stenner, Co-founder and CEO of MetraMetrics, Inc.

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