

How To Measure Anything Finding The Value Of Intangibles In Business

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How to Measure Anything: Finding the Value of "Intangibles ...

Douglas Hubbard's best selling book, How to Measure Anything: Finding the Value of "Intangibles" in Business is available as an unabridged audio book CD, narrated by David Drummond.

How to Measure Anything Book | Douglas Hubbard

can measure more with less data than you might think

- Examples: estimating the population of fish in the ocean, estimating the number of tanks created by the Germans in WW II, extremely small samples, etc. Source: How to Measure Anything: Finding the Value of 'Intangibles' in Business

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Since the author observed the challenges some readers were having with this issue, the newest edition of "How to Measure Anything" expands more on it. We generally take a Bayesian position on the interpretation of probability - that is, probability is used to quantify the uncertainty of an observer, not a state of the thing being observed.

Explaining 'How to Measure Anything: Finding the Value of ...

"How to Measure Anything" is a pragmatic guide for executives,

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