

HOW TO MEASURE ANYTHING



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The How To Measure Anything book series are written by Douglas Hubbard with various co-authors. Hubbard is also the author of The Failure of Risk Management: Why It s Broken and How to Fix It as well as Pulse: The New Science of Harnessing Internet Buzz to Track Threats and Opportunities .

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How to Measure Anything was already my favoritebook (just ahead of Hubbard s second book, The Failure ofRisk Management) and one I actively promote to my students andcolleagues. But the Second Edition , improving on the alreadyexquisite first edition, is an achievement of its own.

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How to Measure Anything Hubbard Decision Research

How to Measure Anything I conducted 55 major risk/return analysis projects so far that included a variety of impossible measurements I found such a high need for measuring difficult things that I decided I had to write a book The book will be released in July 2007 with the publisher John Wiley & Sons

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Explaining How to Measure Anything Finding the Value of

These ideas were summarized in the book How to Measure Anything: Finding the Value of Intangibles in Business [Hubbard, 2007, 2010, 2014], written by one of the authors of this article. With 65,000 copies of the book sold in five languages, the message seems to strike a chord.

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