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Brian Clifton: Advanced Web Metrics with Google Analytics ...

Brian Clifton, PhD, is an internationally recognized web analytics expert who specializes in performance optimization using Google Analytics for a variety of high-profile brands. He formerly led the Google Web Analytics team for Europe, the Middle East, and Africa, and he initiated and helped launch the online learning center for the Google Analytics Individual Qualification (GAIQ).

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As a great friend and mentor to me once said, "Advanced web metrics is about doing the basics very well and applying it in a clever way." I wish I had thought of that phrase! It epitomises everything about my approach to Google Analytics and my books. I am a PhD scientist, though my aim is to simplify the process of gaining insights from your data.

Google Analytics book - Successful Analytics (new)

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