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Finding The
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How To
Measure Anything

Finding

Anything can be

measured. This bold

assertion is the key to

solving many problems

in business and life in

general. The myth that

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certain things can't be measured is a significant drain on our nation's economy, public welfare, the environment, and even national security.

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"How to Measure
Anything was already my
favorite book (just ahead
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increasingly more sophisticated classes: Nominal (name it), Ordinal (this better than that), Interval (n units of y) and Ratio (scientific measure) - you can start measuring things - and then do something with that measure. Also discover that people can be calibrated - to provide measures - so the book does what it says.

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a path to know the

answer to almost any

question in business, in

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How To

measuring anything and everything, from the concrete to the intangible, revealing the value of measurement in our understanding of business and the world at large.

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Hubbard~~

can measure more with
less data than you might

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estimating the number of
tanks created by the
Germans in WW II,
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Book review by Canon
Committee Member,
Rick Howard: “ How to
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Douglas W. Hubbard.
Executive Summary.
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How To

Value of 'Intangibles'
is an excellent candidate
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The Cybersecurity
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Measure Anything:
Finding ...

Using a definition of
measure based on 4
increasingly more
sophisticated classes:
Nominal (name it),

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be calibrated - to provide
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Finding The

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Since the author

observed the challenges
some readers were having
with this issue, the newest
edition of “ How to
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expands more on it. We

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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.

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