



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

*Douglas W. Hubbard*

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**How to Measure Anything Workbook: Finding the Value of Intangibles in Business** Douglas W. Hubbard

**The invaluable companion to the new edition of the bestselling *How to Measure Anything***

This companion workbook to the new edition of the insightful and eloquent *How to Measure Anything* walks readers through sample problems and exercises in which they can master and apply the methods discussed in the book.

The book explains practical methods for measuring a variety of intangibles, including approaches to measuring customer satisfaction, organizational flexibility, technology risk, technology ROI, and other problems in business, government, and not-for-profits.

- Companion to the revision of the bestselling *How to Measure Anything*
- Provides chapter-by-chapter exercises
- Written by industry leader Douglas Hubbard

Written by recognized expert Douglas Hubbard—creator of Applied Information Economics—*How to Measure Anything Workbook* illustrates how the author has used his approach across various industries and how any problem, no matter how difficult, ill defined, or uncertain can lend itself to measurement using proven methods.

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