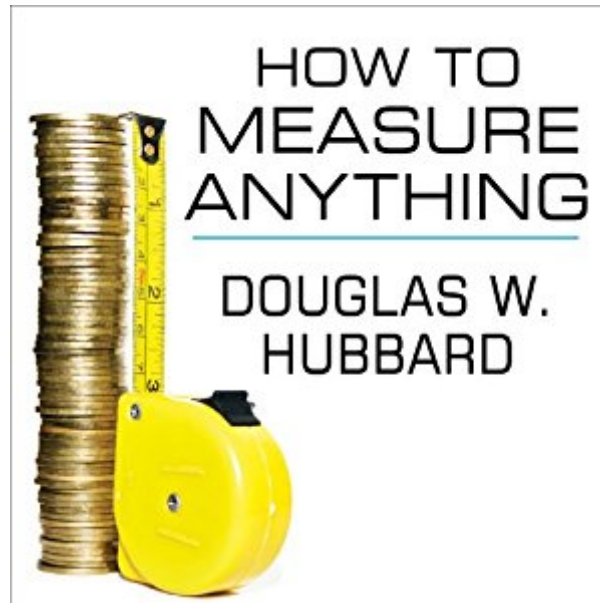


The book was found

# How To Measure Anything: Finding The Value Of 'Intangibles' In Business



## Synopsis

Anything can be measured. This bold assertion is the key to solving many problems in business and life in general. The myth that certain things can't be measured is a significant drain on our nation's economy, public welfare, the environment, and even national security. In fact, the chances are good that some part of your life or your professional responsibilities is greatly harmed by a lack of measurement---by you, your firm, or even your government. Building up from simple concepts to illustrate the hands-on yet intuitively easy application of advanced statistical techniques, *How to Measure Anything* reveals the power of measurement in our understanding of business and the world at large. This insightful and engaging book shows you how to measure those things in your business that until now you may have considered "immeasurable," including technology ROI, organizational flexibility, customer satisfaction, and technology risk. Offering examples that will get you to attempt measurements---even when it seems impossible---this book provides you with the substantive steps for measuring anything, especially uncertainty and risk. Don't wait---listen to this book and find out: The three reasons why things may seem immeasurable but are not  
Inspirational examples of where seemingly impossible measurements were resolved with surprisingly simple methods  
How computing the value of information will show that you probably have been measuring all the wrong things  
How not to measure risk  
Methods for measuring "soft" things like happiness, satisfaction, quality, and more  
How to fine-tune human judges to be powerful, calibrated measurement instruments  
How you can use the Internet as an instrument of measurement

## Book Information

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## Customer Reviews

Some things are easy to measure. Time, money, exercise, calories, location - all of these are relatively straightforward to repeatably determine or calculate. But how does one go about measuring happiness? What about compassion, or public influence, or creativity? These are more intangible, harder to pin down to a number that means anything. Douglas Hubbard has written an impressive work called "How To Measure Anything: Finding the Value of Intangibles in Business." While it's written primarily for business people, the lessons transfer smoothly to self-experimenters. Hubbard begins with a compelling case for why to measure intangibles: "Often, an important decision requires better knowledge of the alleged intangible, but when a [person] believes something to be immeasurable, attempts to measure it will not even be considered. As a result, decisions are less informed than they could be. The chance of error increases. Resources are misallocated, good ideas are rejected, and bad ideas are accepted. Money is wasted. In some cases life and health are put in jeopardy. The belief that some things--even very important things--might be impossible to measure is sand in the gears of the entire economy. Any important decision maker could benefit from learning that anything they really need to know is measurable." He goes on to explain in detail how to measure intangibles, including sections on how to clarify problems, calibrate estimates, measure risk, sample reality, and use Bayesian statistics to add to available knowledge. He also describes his Applied Information Economics (AIE) Approach that ties together several threads of his ideas: "The AIE approach addresses four things: 1.

"How to measure anything" is an interesting book exploring how to measure 'things' that are usually claimed to be unmeasurable. The things is mostly interpreted as something related to business measurements such as quality, customer satisfaction, or business case. The book does a pretty good job at describing measurement in general and how to apply that to difficult to measure things. It does what is promised in its title. The book contains 4 different parts: 1) Measurement: The Solution Exists, 2) Before You Measure, 3) Measurement Methods, and 4) Beyond The Basics. Each of these parts contain 3-4 chapters. In total, the book is about 300 pages and reasonably easy to read despite the math that is included at times. The first part is an introduction to the whole book and covers the general picture. It starts with the goal of the book and then introduces three people who measures something difficult in different ways. The three people will be used repeatedly throughout the book. Then it explains what a measurement is and why you would measure. Within the book, measurements are tight very much towards making a decision. The second part starts the measurement journey by discussing things that you ought to do before you measure, such as.. deciding what and why you want to measure... what is your measurement problem. From there is

discusses calibration, but it adds an interesting angle that it calibrates people estimating things also. It introduces risk modeling and running Monte Carlo simulations and ends the preparation part by deciding when a measurement is worth it... which is when there is enough value to the information it provides. The third part covers actual measuring of things.

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