

Praise for the second edition of
How to Measure Anything: Finding the Value of "Intangibles" in Business

"*How to Measure Anything* was already my favorite book (just ahead of Hubbard's second book, *The Failure of Risk Management*) and one I actively promote to my students and colleagues. But the *Second Edition*, improving on the already exquisite first edition, is an achievement of its own. As a physicist and economist, I applied these techniques in several fields for several years. For the first time, somebody wrote together all these concerns on one canvas that is at the same time accessible to a broad audience and applicable by specialists. This book is a must for students and experts in the field of analysis (in general) and decision-making."

—Dr. JOHAN BRAET, University of Antwerp, Faculty of Applied Economics,
Risk Management and Innovation

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and CIO magazine Hall of Fame Inductee

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—PETER TIPPETT, PhD, MD, Chief Technology Officer, CyberTrust, and inventor
of the first antivirus software

"Interestingly written and full of case studies and rich examples, Hubbard's book is a valuable resource for those who routinely make decisions involving uncertainty. This book is readable and quite entertaining, and even those who consider themselves averse to statistics may find it highly approachable."

—*Strategic Finance*

"This book is remarkable in its range of measurement applications and its clarity of style. A must-read for every professional who has ever exclaimed, 'Sure, that concept is important, but can we measure it?'"

—Dr. JACK STENNER, cofounder and CEO of MetaMetrics, Inc.

"Hubbard has made a career of finding ways to measure things that other folks thought were immeasurable. Quality? The value of telecommuting? The benefits of greater IT security? Public image? He says it can be done—and without breaking the bank . . . If you'd like to fare better in the project-approval wars, take a look at this book."

—*ComputerWorld*

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DOUGLAS W. HUBBARD

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Finding the Value of
"INTANGIBLES"
in Business

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