

Download How To Measure Anything Finding The Value Of Intangibles In Business

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. How to Measure Anything: Finding the Value of Intangibles in Business [Douglas W. Hubbard, David Drummond] on Amazon.com. *FREE* shipping on qualifying offers. 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 ... The 'How To Measure Anything' book series are written by Douglas Hubbard with various co-authors. Hubbard is also the author of 'The Failure of Risk Management: Why It's Broken and How to Fix It' as well as 'Pulse: The New Science of Harnessing Internet Buzz to Track Threats and Opportunities'. This book is the first of a series of spinoffs from Douglas Hubbard's successful first book, How To Measure Anything: Finding the Value of "Intangibles" in Business.