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

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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

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(name it), Ordinal

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Anything and everything, from the concrete to the intangible, revealing the power of measurement in our understanding of business and the world at large.

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Finding The
Value Of
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with less data than
you might think

- Examples:

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population of fish
in the ocean,

estimating the
number of tanks
created by the

Germans in WW II,
extremely small
samples, etc.

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of 'Intangibles' in
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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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of measure based
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Since the author observed the challenges some readers were having with this issue, the newest edition of “How to Measure Anything” expands more on it. We generally take a Bayesian position on the interpretation of

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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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