

1. Record Nr.	UNINA9910140601403321
Autore	Hubbard Douglas W. <1962->
Titolo	How to measure anything [[electronic resource] ] : finding the value of "intangibles" in business // Douglas W. Hubbard
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2010
ISBN	1-4526-0420-7 1-118-98383-1 1-62198-430-3 1-282-54946-4 9786612549465 0-470-62567-8
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (323 p.)
Disciplina	657/.7 658
Soggetti	Intangible property - Valuation Corporations - Valuation Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	How to Measure Anything, Second Edition: Finding the Value of Intangibles in Business; Contents; Preface; Acknowledgments; Section I: Measurement: The Solution Exists; Section II: Before You Measure; Section III: Measurement Methods; Section IV: Beyond the Basics; Appendix: Calibration Tests (and Their Answers); Index
Sommario/riassunto	Now updated with new research and even more intuitive explanations, a demystifying explanation of how managers can inform themselves to make less risky, more profitable business decisions This insightful and eloquent book will show you how to measure those things in your own business that, until now, you may have considered ""immeasurable,"" including customer satisfaction, organizational flexibility, technology risk, and technology ROI.Adds even more intuitive explanations of powerful measurement methods and shows how they can be applied to areas such as risk management and

