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Measured Before; You Have Far More Data than You Think; You Need Far Less Data than You Think; Useful, New Observations Are More Accessible than You Think; Notes; Part II Before You Measure; Chapter 4 Clarifying the Measurement Problem; Toward a Universal Approach to Measurement; The Unexpected Challenge of Defining a Decision; Decision-Oriented Measurements: For Scientists, Too; How to Get to a Real Decision; Requirements for a Decision; Potential Forms of a Decision; If You Understand it, You Can Model it
Getting the Language Right: What "Uncertainty" and "Risk" Really Mean
An Example of a Clarified Decision; Notes; Chapter 5 Calibrated Estimates: How Much Do You Know Now?; Calibration Exercise; Calibration Trick: Bet Money (or Even Just Pretend To); Further Improvements on Calibration; Conceptual Obstacles to Calibration; The Effects of Calibration Training; Notes; Chapter 6 Quantifying Risk through Modeling; How Not to Quantify Risk; Real Risk Analysis: The Monte Carlo; An Example of the Monte Carlo Method and Risk; Tools and Other Resources for Monte Carlo Simulations
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Chapter 8 The Transition: From What to Measure to How to Measure

Sommario/riassunto

Now updated with new measurement methods and new examples, How to Measure Anything shows managers how to inform themselves in order 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, government agency or other organization that, until now, you may have considered "immeasurable," including customer satisfaction, organizational flexibility, technology risk, and technology ROI. Adds new measurement methods, showing how they can be applied to a variety of areas such as
