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Autore	Hubbard Douglas W.
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Chapter 14 A Universal Measurement Method: Applied Information Economics

Sommario/riassunto

The invaluable companion to the new edition of the bestselling *How to Measure Anything* This companion workbook to the new edition of the insightful and eloquent *How to Measure Anything* walks readers through sample problems and exercises in which they can master and apply the methods discussed in the book. The book explains practical methods for measuring a variety of intangibles, including approaches to measuring customer satisfaction, organizational flexibility, technology risk, technology ROI, and other problems in business, government, and not-for-profits. <u
