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Chapter 3 The Illusion of Intangibles: Why Immeasurables Aren't

Chapter 4 Clarifying the Measurement Problem; Chapter 5 Calibrated Estimates: How Much Do You Know Now?; Chapter 6 Quantifying Risk through Modeling; Chapter 7 Quantifying the Value of Information; Chapter 8 The Transition: From What to Measure to How to Measure; Chapter 9 Sampling Reality: How Observing Some Things Tells Us about All Things; Chapter 10 Bayes: Adding to What You Know Now; Chapter 11 Preference and Attitudes: The Softer Side of Measurement; Chapter 12 The Ultimate Measurement Instrument: Human Judges

Chapter 13 New Measurement Instruments for Management

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
