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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 The Risk Paradox and the Need for Better Risk Analysis Notes; Chapter 7 Quantifying the Value of Information; The Chance of Being Wrong and the Cost of Being Wrong: Expected Opportunity Loss; The Value of Information for Ranges; Beyond yes/no: Decisions on a Continuum; The Imperfect World: The Value of Partial Uncertainty Reduction; Perishable Information Values; Information Values for Multiple Variables; The Epiphany Equation: How the Value of Information Changes Everything; Summarizing Uncertainty, Risk, and Information Value: The pre-measurements; Notes; Part III Measurement Methods 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
