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Nota di contenuto	Intro -- Contents -- Preface -- Acknowledgments -- CHAPTER 1 OF LOVE AND LUMINESCENCE: What, Why, and How Things Get Measured -- CHAPTER 2 DOING THE MATH: Scales, Standards, and Some Beautiful Measurements -- CHAPTER 3 THE RATINGS GAME: "Overall" Measurements and Rankings -- CHAPTER 4 MEASUREMENT IN BUSINESS: What Gets Measured Gets Done -- CHAPTER 5 GAMES OF INCHES: Sports and Measurement -- CHAPTER 6 MEASURING THE MIND: Intelligence, Biology, and Education -- CHAPTER 7 MAN: The Measure of All Things -- CHAPTER 8 IT'S NOT JUST THE HEAT, IT'S THE HUMIDITY: Global Warming and Environmental Measurement -- CHAPTER 9 GARBAGE IN, GARBAGE OUT: The Computer and Measurement -- CHAPTER 10 HOW FUNNY IS THAT?: Knowledge Without Measurement? -- CHAPTER 11 FAITH, HOPE, AND LOVE: The Future of Measurement-and of Knowledge -- References -- Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- Q -- R -- S -- T -- U -- V -- W -- Y.
Sommario/riassunto	As we evolve from unquantified ignorance to an imperfect but everpresent state of measured awareness, Henshaw gives us a critical perspective from which we can "measure upthe measurements that have come to affect our lives so greatly.