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Autore	Hubbard Douglas W. <1962->
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Sommario/riassunto	Now updated with new research and even more intuitive explanations, a demystifying explanation of how managers can inform themselves 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 that, until now, you may have considered
"immeasurable," including customer satisfaction, organizational
flexibility, technology risk, and technology ROI. Adds even more
intuitive explanations of powerful measurement methods and shows
how they can be applied to areas such as risk management and
