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Hubbard},

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Douglas Hubbard's best selling book, How to Measure Anything: Finding the Value of "Intangibles" in Business is available as an unabridged audio book CD, narrated by David Drummond.

**How to Measure
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These ideas were
summarized in the

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The Value Of
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2007, 2010, 2014],
written by one of the
authors of this article.
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already exquisite first edition, is an achievement of its own.

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can measure more with less data than you might think • Examples: estimating the population of fish in the ocean, estimating the number of tanks created by the

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Germans in WW II,
extremely small
samples, etc. Source:
How to Measure

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How to Measure Anything - Hubbard Decision Research

Finding the value of
intangibles in business
has always been a
challenge. How to
Measure Anything is
full of practical ideas

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for getting to a
measurement.

Measurement:
reducing the

uncertainty. As long as
we are not willing to
accept a best guess, or
educated estimate, or
range of possibilities
for a difficult to
measure item we will
not move ...

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Yes you can measure anything. Using a definition of measure based on 4 increasingly more sophisticated classes: Nominal (name it), Ordinal (this better than that), Interval (n units of y) and Ratio (scientific measure) - you can start measuring things - and then do something with that measure.

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Book review by Canon
Committee Member,
Rick Howard: "How to
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'Intangibles' in
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Douglas W. Hubbard.
Executive Summary.
Douglas Hubbard's
"How to Measure
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Value of 'Intangibles' is
an excellent candidate

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