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Measure anything, anywhere:

George Yu at TEDxPeachtree

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~~Finding~~

Anything can be measured.

This bold assertion is the

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Key to solving many problems in business and life in general. The myth that certain things can't be measured is a significant drain on our nation's economy, public welfare, the environment, and even

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(just ahead of Hubbard's
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The invaluable companion to the new edition of the bestselling How to Measure Anything. This companion workbook to the new edition

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variety of intangibles,
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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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can be calibrated - to
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selling book, How to Measure
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is available as an
unabridged audio book CD,
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A comprehensive guide to measuring anything and everything, from the concrete to the intangible, revealing the power of measurement in our understanding of business and the world at large.

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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

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of tanks created by the
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(this better than that),
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Increasingly more sophisticated classes:
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Since the author observed the challenges some readers were having with this issue, the newest edition of “How to Measure Anything” expands more on it. We generally take a Bayesian position on

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the interpretation of probability - that is, probability is used to quantify the uncertainty of an observer, not a state of the thing being observed.

~~Explaining 'How to Measure~~

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