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How to Measure Anything â€” I conducted 55 major risk/return analysis projects so far that included a variety of â€œimpossibleâ€• measurements â€” I found such a high need for measuring difficult things that I decided I had to write a book â€” The book will be released in July 2007 with the publisher John Wiley & Sons

How to Measure Anything - Hubbard Decision Research

The â€”How To Measure Anythingâ€™ book series are written by Douglas Hubbard with various co-authors. Hubbard is also the author of â€”The Failure of Risk Management: Why Itâ€™s Broken and How to Fix Itâ€™ as well as â€”Pulse: The New Science of Harnessing Internet Buzz to Track Threats and Opportunitiesâ€™.

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â€”Studies also show that measuring your own uncertainty about a quantity is a general skill that can be taught with a measurable improvement â€” Training can â€œcalibrateâ€• people so that of all the times they say they are 90% confident, they will be right 90% of the time.

How to Measure Anything in Cybersecurity Risk - Secure360

This book is the first of a series of spinoffs from Douglas Hubbard's™ successful first book, How To Measure Anything: Finding the Value of "Intangibles" in Business.

How To Measure Anything in Cybersecurity Risk

How to Measure Anything: Finding the Value of Intangibles in Business (Wiley, 2007; 3rd edition 2014). His other two books are titled The Failure of Risk Management: Why It's Broken and How to Fix It (Wiley, 2009) and Pulse: The New Science of Harnessing Internet Buzz to Track Threats and Opportunities (Wiley, 2011). Richard Seiersen Douglas ...

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