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Douglas Hubbard's best selling book, How to Measure Anything:

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These ideas were summarized in the book "How to Measure Anything: Finding the Value of 'Intangibles' in Business" [Hubbard, 2007, 2010, 2014], written by one of the authors of this article. With 65,000 copies of the book sold in five languages, the message seems to strike a chord.

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improving on the 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 Germans in WW II, extremely small samples, etc. Source: How to Measure Anything: Finding the Value of 'Intangibles' in Business

## **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 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

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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 Measure Anything: Finding the Value of 'Intangibles' in Business" (2011), by Douglas W. Hubbard. Executive Summary. Douglas Hubbard's "How to Measure Anything: Finding the Value of 'Intangibles' is an excellent candidate for the Cybersecurity Canon Hall of Fame.

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