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title={How to Measure Anything: Finding the Value of Intangibles in Business}, author={Douglas W. Hubbard}, year={2007} } [PDF] How to Measure Anything: Finding the Value of ... 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 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

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