



# Killer Analytics: Top 20 Metrics Missing from your Balance Sheet

*Mark Graham Brown*

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**Learn the secrets to using analytics to grow your business**

Analytics continues to trend as one of the hottest topics in the business community today. With ever-growing amounts of business data and evolving performance management/business intelligence architectures, how well your business does analyzing its data will differentiate you from your competition. *Killer Analytics* explores how you can use the muscle of analytics to measure new business elements. Author Mark Brown introduces 20 new metrics that can drive competitive advantage for your business, including social networks, sustainability, culture, innovation, employee satisfaction, and other key business elements.

- Shows organizations how to use analytics to measure key elements of business performance not traditionally measured
- Introduces 20 new metrics that drive competitive advantage
- Reveals how to measure social networking, sustainability, innovation, culture, and more

Aside from the science and process of analytics, businesses need to think outside the box in terms of what they are measuring and how new analytical tools can be used to measure business elements such as innovation or sustainability. Opening the doors to a powerful new way of measuring your business, *Killer Analytics* saves you a small fortune on consultants with dynamic, forward-thinking advice for making the most of every component of your business.

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Spent a free time for you to be fun activity to perform! A lot of people spent their spare time with their family, or their particular friends. Usually they undertaking activity like watching television, planning to beach, or picnic in the park. They actually doing same every week. Do you feel it? Do you want to something different to fill your free time/ holiday? Could possibly be reading a book might be option to fill your cost-free time/ holiday. The first thing that you'll ask may be what kinds of reserve that you should read. If you want to try look for book, may be the guide untitled Killer Analytics: Top 20 Metrics Missing from your Balance Sheet can be fine book to read. May be it could be best activity to you.

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