

How To Measure Anything In Cybersecurity Risk

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The Customer Culture Imperative: A Leader's Guide to Driving Superior Performance
How to Measure Anything
Measuring Penny
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The Failure of Risk Management

"Spurious Correlations is the most fun you'll ever have with graphs."--Bustle Military intelligence analyst and Harvard Law student Tyler Vigen illustrates the golden rule that "correlation does not equal causation" through hilarious graphs inspired by his viral website. Is there a correlation between Nic Cage films and swimming pool accidents? What about beef consumption and people getting struck by lightning? Absolutely not. But that hasn't stopped millions of people from going to tylervigen.com and asking, "Wait, what?" Vigen has designed software that scours enormous data sets to find unlikely statistical correlations. He began pulling the funniest ones for his website and has since gained millions of views, hundreds of thousands of likes, and tons of media coverage. Subversive and clever, Spurious Correlations is geek humor at its finest, nailing our obsession with data and conspiracy theory.

How to Measure Anything Workbook

Packed with math puzzles and quizzes, this book tackles the basic concepts of measuring, from measuring length to telling the time. It

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helps kids understand the language and math of measuring, while having lots of math fun. Includes flaps and a pop-up scene. Full color.

How to Measure Everything

In the spring of 2010, Harvard Business School's graduating class asked HBS professor Clay Christensen to address them—but not on how to apply his principles and thinking to their post-HBS careers. The students wanted to know how to apply his wisdom to their personal lives. He shared with them a set of guidelines that have helped him find meaning in his own life, which led to this now-classic article. Although Christensen's thinking is rooted in his deep religious faith, these are strategies anyone can use. Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice. The Harvard Business Review Classics series now offers you the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world.

Security Metrics

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- More than 500 appearances on national bestseller lists
- #1 Wall Street Journal, New York Times, and USA Today
- Won 12 book awards
- Translated into 35 languages
- Voted Top 100 Business Book of All Time on Goodreads

People are using this simple, powerful concept to focus on what matters most in their personal and work lives. Companies are helping their employees be more productive with study groups, training, and coaching. Sales teams are boosting sales. Churches are conducting classes and recommending for their members. By focusing their energy on one thing at a time people are living more rewarding lives by building their careers, strengthening their finances, losing weight and getting in shape, deepening their faith, and nurturing stronger marriages and personal relationships. YOU WANT LESS. You want fewer distractions and less on your plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract you and stress you out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions--and lots of stress. AND YOU WANT MORE. You want more productivity from your work. More income for a better lifestyle. You want more satisfaction from life, and more time for yourself, your family, and your friends. NOW YOU CAN HAVE BOTH – LESS AND MORE. In The ONE Thing, you'll learn to * cut through the clutter * achieve better results in less time * build momentum toward your

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goal* dial down the stress * overcome that overwhelmed feeling *
revive your energy * stay on track * master what matters to you The
ONE Thing delivers extraordinary results in every area of your
life--work, personal, family, and spiritual. WHAT'S YOUR ONE THING?

Desk Companion

How do we understand illicit violence? Can we prevent it? Building on behavioral science and economics, this book begins with the idea that humans are more predictable than we like to believe, and this ability to model human behavior applies equally well to leaders of violent and coercive organizations as it does to everyday people. Humans ultimately seek survival for themselves and their communities in a world of competition. While the dynamics of 'us vs. them' are divisive, they also help us to survive. Access to increasingly larger markets, facilitated through digital communications and social media, creates more transnational opportunities for deception, coercion, and violence. If the economist's perspective helps to explain violence, then it must also facilitate insights into promoting peace and security. If we can approach violence as behavioral scientists, then we can also better structure our institutions to create policies that make the world a more secure place, for us and for future generations.

Revelation

The book is primarily astronomical and philosophical in content, being concerned with the arguments for and against the motion of the earth. Galileo's discoveries and researches in astronomy -- the phases of Venus, the satellites of Jupiter, and the motion of sunspots -- share the main scenes with his cogent and derisive attacks upon aristotle and his followers. The discussion of the Second Day contains many of Galileo's fundamental contributions to physics -- inertia, the laws of falling bodies, centrifugal force, and the pendulum -- as well as important historical steps in mathematics toward analytic geometry and calculus. Galileo's explanations, written in the infancy of modern science, can hardly fail to be understood today by both layman and scientist.

Pulse

Security Smarts for the Self-Guided IT Professional “An extraordinarily thorough and sophisticated explanation of why you need to measure the effectiveness of your security program and how to do it. A must-have for any quality security program!” –Dave Cullinane,

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CISSP, CISO & VP, Global Fraud, Risk & Security, eBay Learn how to communicate the value of an information security program, enable investment planning and decision making, and drive necessary change to improve the security of your organization. Security Metrics: A Beginner's Guide explains, step by step, how to develop and implement a successful security metrics program. This practical resource covers project management, communication, analytics tools, identifying targets, defining objectives, obtaining stakeholder buy-in, metrics automation, data quality, and resourcing. You'll also get details on cloud-based security metrics and process improvement. Templates, checklists, and examples give you the hands-on help you need to get started right away. Security Metrics: A Beginner's Guide features: Lingo--Common security terms defined so that you're in the know on the job IMHO--Frank and relevant opinions based on the author's years of industry experience Budget Note--Tips for getting security technologies and processes into your organization's budget In Actual Practice--Exceptions to the rules of security explained in real-world contexts Your Plan--Customizable checklists you can use on the job now Into Action--Tips on how, why, and when to apply new skills and techniques at work Caroline Wong, CISSP, was formerly the Chief of Staff for the Global Information Security Team at eBay, where she built the security metrics program from the ground up. She has been a

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featured speaker at RSA, ITWeb Summit, Metricon, the Executive Women's Forum, ISC2, and the Information Security Forum.

Security Metrics, A Beginner's Guide

The final book of the Bible, Revelation prophesies the ultimate judgement of mankind in a series of allegorical visions, grisly images and numerological predictions. According to these, empires will fall, the "Beast" will be destroyed and Christ will rule a new Jerusalem. With an introduction by Will Self.

The Tyranny of Metrics

THE BESTSELLING CLASSIC ON 'FLOW' - THE KEY TO UNLOCKING MEANING, CREATIVITY, PEAK PERFORMANCE, AND TRUE HAPPINESS
Legendary psychologist Mihaly Csikszentmihalyi's famous investigations of "optimal experience" have revealed that what makes an experience genuinely satisfying is a state of consciousness called flow. During flow, people typically experience deep enjoyment, creativity, and a total involvement with life. In this new edition of his groundbreaking classic work, Csikszentmihalyi ("the leading researcher into 'flow

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states' " -Newsweek) demonstrates the ways this positive state can be controlled, not just left to chance. Flow: The Psychology of Optimal Experience teaches how, by ordering the information that enters our consciousness, we can discover true happiness, unlock our potential, and greatly improve the quality of our lives. "Explores a happy state of mind called flow, the feeling of complete engagement in a creative or playful activity." -Time

The Critical Few

How the kibbutz movement thrived despite its inherent economic contradictions and why it eventually declined The kibbutz is a social experiment in collective living that challenges traditional economic theory. By sharing all income and resources equally among its members, the kibbutz system created strong incentives to free ride or—as in the case of the most educated and skilled—to depart for the city. Yet for much of the twentieth century kibbutzim thrived, and kibbutz life was perceived as idyllic both by members and the outside world. In *The Mystery of the Kibbutz*, Ran Abramitzky blends economic perspectives with personal insights to examine how kibbutzim successfully maintained equal sharing for so long despite their inherent incentive problems. Weaving the story of his own family's experiences as kibbutz

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members with extensive economic and historical data, Abramitzky sheds light on the idealism and historic circumstances that helped kibbutzim overcome their economic contradictions. He illuminates how the design of kibbutzim met the challenges of thriving as enclaves in a capitalist world and evaluates kibbutzim's success at sustaining economic equality. By drawing on extensive historical data and the stories of his pioneering grandmother who founded a kibbutz, his uncle who remained in a kibbutz his entire adult life, and his mother who was raised in and left the kibbutz, Abramitzky brings to life the rise and fall of the kibbutz movement. The lessons that *The Mystery of the Kibbutz* draws from this unique social experiment extend far beyond the kibbutz gates, serving as a guide to societies that strive to foster economic and social equality.

How Will You Measure Your Life? (Harvard Business Review Classics)

An essential guide to the calibrated risk analysis approach *The Failure of Risk Management* takes a close look at misused and misapplied basic analysis methods and shows how some of the most popular "risk management" methods are no better than astrology! Using

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examples from the 2008 credit crisis, natural disasters, outsourcing to China, engineering disasters, and more, Hubbard reveals critical flaws in risk management methods—and shows how all of these problems can be fixed. The solutions involve combinations of scientifically proven and frequently used methods from nuclear power, exploratory oil, and other areas of business and government. Finally, Hubbard explains how new forms of collaboration across all industries and government can improve risk management in every field. Douglas W. Hubbard (Glen Ellyn, IL) is the inventor of Applied Information Economics (AIE) and the author of Wiley's *How to Measure Anything: Finding the Value of Intangibles in Business* (978-0-470-11012-6), the #1 bestseller in business math on Amazon. He has applied innovative risk assessment and risk management methods in government and corporations since 1994. "Doug Hubbard, a recognized expert among experts in the field of risk management, covers the entire spectrum of risk management in this invaluable guide. There are specific value-added take aways in each chapter that are sure to enrich all readers including IT, business management, students, and academics alike" —Peter Julian, former chief-information officer of the New York Metro Transit Authority. President of Alliance Group consulting "In his trademark style, Doug asks the tough questions on risk management. A must-read not only for analysts, but also for the executive who is

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making critical business decisions." –Jim Franklin, VP Enterprise Performance Management and General Manager, Crystal Ball Global Business Unit, Oracle Corporation.

The Economics of Violence

The ultimate guide to mining the Internet for real-time assessment of trends and data Showing how the Internet can be an incredible tool for businesses and others to measure trends in real time, Pulse describes tools for inexpensive and real time measurement methodologies businesses can start using right away. This timely book also puts this emerging science in perspective and explains how this new measurement instrument will profoundly change decision making in business and government. Shows how the Internet can be used as an incredibly powerful measurement tool Reveals how to mine the Internet to measure and forecast business progress Written by leading expert in business analytics and performance management Pulse reveals how the Internet is evolving into a tool for measuring and forecasting trends in society, the economy, public opinion and even public health and security. It is an absolutely essential book for every business leader to turn a powerful, underutilized tool to its complete potential.

Transforming Performance Measurement

In a global survey by the Katzenbach Center, 80 percent of respondents believed that their organization must evolve to succeed. But a full quarter of them reported that a change effort at their organization had resulted in no visible results. Why? The fate of any change effort depends on whether and how leaders engage their culture: the self-sustaining patterns of behaving, feeling, thinking, and believing that determine how things are done in an organization. Culture is implicit rather than explicit, emotional rather than rational—that's what makes it so hard to work with, but that's also what makes it so powerful. For the first time, this book lays out the Katzenbach Center's proven methodology for identifying your culture's three most critical elements: traits, characteristics that are at the heart of people's emotional connection to what they do; keystone behaviors, actions that would lead your company to succeed if they were replicated at a greater scale; and authentic informal leaders, people who have a high degree of “emotional intuition” or social connectedness. By leveraging these critical few elements, you can tap into a source of catalytic change within your organization. People will make an emotional, not just a rational, commitment to new initiatives. You will elicit enthusiasm and creativity and build the kind of powerful company that

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people recognize for its innate value and effectiveness.

The Social Order of the Underworld

The invaluable companion to the new edition of the bestselling How to Measure Anything This companion workbook to the new edition of the insightful and eloquent How to Measure Anything walks readers through sample problems and exercises in which they can master and apply the methods discussed in the book. The book explains practical methods for measuring a variety of intangibles, including approaches to measuring customer satisfaction, organizational flexibility, technology risk, technology ROI, and other problems in business, government, and not-for-profits. Companion to the revision of the bestselling How to Measure Anything Provides chapter-by-chapter exercises Written by industry leader Douglas Hubbard Written by recognized expert Douglas Hubbard—creator of Applied Information Economics—How to Measure Anything Workbook illustrates how the author has used his approach across various industries and how any problem, no matter how difficult, ill defined, or uncertain can lend itself to measurement using proven methods.

How to Measure Anything

It started two decades ago with CompStat in the New York City Police Department, and quickly jumped to police agencies across the U.S. and other nations. It was adapted by Baltimore, which created CitiStat—the first application of this leadership strategy to an entire jurisdiction. Today, governments at all levels employ PerformanceStat: a focused effort by public executives to exploit the power of purpose and motivation, responsibility and discretion, data and meetings, analysis and learning, feedback and follow-up—all to improve government's performance. Here, Harvard leadership and management guru Robert Behn analyzes the leadership behaviors at the core of PerformanceStat to identify how they work to produce results. He examines how the leaders of a variety of public organizations employ the strategy—the way the Los Angeles County Department of Public Social Services uses its DPSSTATS to promote economic independence, how the City of New Orleans uses its BlightStat to eradicate blight in city neighborhoods, and what the Federal Emergency Management Agency does with its FEMASat to ensure that the lessons from each crisis response, recovery, and mitigation are applied in the future. How best to harness the strategy's full capacity? The PerformanceStat Potential explains all.

Measuring and Managing Information Risk

Statistics in a Nutshell

The classic Heath translation, in a completely new layout with plenty of space and generous margins. An affordable but sturdy student and teacher sewn softcover edition in one volume, with minimal notes and a new index/glossary.

Grammar Advantage

Using the factor analysis of information risk (FAIR) methodology developed over ten years and adopted by corporations worldwide, *Measuring and Managing Information Risk* provides a proven and credible framework for understanding, measuring, and analyzing information risk of any size or complexity. Intended for organizations that need to either build a risk management program from the ground up or strengthen an existing one, this book provides a unique and fresh perspective on how to do a basic quantitative risk analysis. Covering such key areas as risk theory, risk calculation, scenario modeling,

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and communicating risk within the organization, *Measuring and Managing Information Risk* helps managers make better business decisions by understanding their organizational risk. Uses factor analysis of information risk (FAIR) as a methodology for measuring and managing risk in any organization. Carefully balances theory with practical applicability and relevant stories of successful implementation. Includes examples from a wide variety of businesses and situations presented in an accessible writing style.

Measure What Matters

Provides predictive security metrics with R—security, analytics, and programming Massive data breaches and discussions surrounding improving technology security have been topics of intense interest over the past several years. Security failures by organizations such as Equifax, Uber, the U.S Securities and Exchange Commission, and the Republican National Committee, amongst many others, impacted millions of Americans. There is no disputing the importance of effective cybersecurity technologies and practices, yet measuring security effectiveness within corporations and other entities has proved to be a challenge. The Metrics Manifesto examines security metrics with R, the popular open-source programming language and software development

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environment for statistical computing. This timely, fully up-to-date guide focuses on applied measurement that proves or disproves information security effectiveness. Comprehensive, detailed chapters discuss security, predictive analytics, and programming with R. Author Richard Seiersen presents an innovative approach to security metrics, looking to fields such as the sciences and professional sports to improve measurement. A valuable tool for discovering how to improve IT security procedures, this important book: Uncovers the truths about an organization's security programs Explains how processing data with R can measure security improvements Helps technology security teams identify and rectify security weaknesses Offer practical insights from a leading security expert with two decade's experience in information security, risk management, and product development Includes a downloadable applied tutorial new R users The Metrics Manifesto: Confronting Security with Data is an essential resource for IT security managers, risk managers, statisticians, and other security professionals.

Tribe of Hackers

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results

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(OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an

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organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In *Measure What Matters*, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

Financial Statements

Now updated with new measurement methods and new examples, *How to Measure Anything* shows managers how to inform themselves in order to make less risky, more profitable business decisions This insightful and eloquent book will show you how to measure those things in your own business, government agency or other organization that, until now, you may have considered "immeasurable," including customer satisfaction, organizational flexibility, technology risk, and technology ROI. Adds new measurement methods, showing how they can be applied to a variety of areas such as risk management and customer satisfaction Simplifies overall content while still making the more

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technical applications available to those readers who want to dig deeper Continues to boldly assert that any perception of "immeasurability" is based on certain popular misconceptions about measurement and measurement methods Shows the common reasoning for calling something immeasurable, and sets out to correct those ideas Offers practical methods for measuring a variety of "intangibles" Provides an online database (www.howtomeasureanything.com) of downloadable, practical examples worked out in detailed spreadsheets Written by recognized expert Douglas Hubbard—creator of Applied Information Economics—How to Measure Anything, Third Edition illustrates how the author has used his approach across various industries and how any problem, no matter how difficult, ill defined, or uncertain can lend itself to measurement using proven methods.

Metrics

One of the most urgent challenges in African economic development is to devise a strategy for improving statistical capacity. Reliable statistics, including estimates of economic growth rates and per-capita income, are basic to the operation of governments in developing countries and vital to nongovernmental organizations and other entities that provide financial aid to them. Rich countries and

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international financial institutions such as the World Bank allocate their development resources on the basis of such data. The paucity of accurate statistics is not merely a technical problem; it has a massive impact on the welfare of citizens in developing countries. Where do these statistics originate? How accurate are they? Poor Numbers is the first analysis of the production and use of African economic development statistics. Morten Jerven's research shows how the statistical capacities of sub-Saharan African economies have fallen into disarray. The numbers substantially misstate the actual state of affairs. As a result, scarce resources are misapplied. Development policy does not deliver the benefits expected. Policymakers' attempts to improve the lot of the citizenry are frustrated. Donors have no accurate sense of the impact of the aid they supply. Jerven's findings from sub-Saharan Africa have far-reaching implications for aid and development policy. As Jerven notes, the current catchphrase in the development community is "evidence-based policy," and scholars are applying increasingly sophisticated econometric methods—but no statistical techniques can substitute for partial and unreliable data.

Euclid's Elements

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Provides an introduction to financial accounting for non-financial managers by way of a transaction-based, business training tool. Includes real-life examples of how financial statements are built and how they interact to present a true financial picture of the enterprise.

The Metrics Manifesto

A 4-page, laminated document, which is a handy quick reference for the How to Measure Anything book. It condenses key concepts, charts, and tables in a way that makes all the concepts of the How to Measure Anything, even more accessible.

Spurious Correlations

Provides measurement data for accountancy, agriculture, manufacturing, chemistry, computers, energy, electronics, finance, and mathematics

The Mystery of the Kibbutz

A course text and self-study tool for advanced learners of English for

academic purposes.

The PerformanceStat Potential

Tribe of Hackers: Cybersecurity Advice from the Best Hackers in the World (9781119643371) was previously published as Tribe of Hackers: Cybersecurity Advice from the Best Hackers in the World (9781793464187). While this version features a new cover design and introduction, the remaining content is the same as the prior release and should not be considered a new or updated product. Looking for real-world advice from leading cybersecurity experts? You've found your tribe. Tribe of Hackers: Cybersecurity Advice from the Best Hackers in the World is your guide to joining the ranks of hundreds of thousands of cybersecurity professionals around the world. Whether you're just joining the industry, climbing the corporate ladder, or considering consulting, Tribe of Hackers offers the practical know-how, industry perspectives, and technical insight you need to succeed in the rapidly growing information security market. This unique guide includes inspiring interviews from 70 security experts, including Lesley Carhart, Ming Chow, Bruce Potter, Robert M. Lee, and Jayson E. Street. Get the scoop on the biggest cybersecurity myths and misconceptions about security Learn what qualities and credentials you

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need to advance in the cybersecurity field Uncover which life hacks are worth your while Understand how social media and the Internet of Things has changed cybersecurity Discover what it takes to make the move from the corporate world to your own cybersecurity venture Find your favorite hackers online and continue the conversation Tribe of Hackers is a must-have resource for security professionals who are looking to advance their careers, gain a fresh perspective, and get serious about cybersecurity with thought-provoking insights from the world's most noteworthy hackers and influential security specialists.

How the Other Half Learns

Lisa learns about the mathematics of measuring by measuring her dog Penny with all sorts of units, including pounds, inches, dog biscuits, and cotton swabs.

Dialogue Concerning the Two Chief World Systems, Ptolemaic and Copernican, Second Revised Edition

How the obsession with quantifying human performance threatens business, medicine, education, government—and the quality of our lives

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Today, organizations of all kinds are ruled by the belief that the path to success is quantifying human performance, publicizing the results, and dividing up the rewards based on the numbers. But in our zeal to instill the evaluation process with scientific rigor, we've gone from measuring performance to fixating on measuring itself—and this tyranny of metrics now threatens the quality of our organizations and lives. In this brief, accessible, and powerful book, Jerry Muller uncovers the damage metrics are causing and shows how we can begin to fix the problem. Filled with examples from business, medicine, education, government, and other fields, the book explains why paying for measured performance doesn't work, why surgical scorecards may increase deaths, and much more. But Muller also shows that, when used as a complement to judgment based on personal experience, metrics can be beneficial, and he includes an invaluable checklist of when and how to use them. The result is an essential corrective to a harmful trend that increasingly affects us all.

The ONE Thing

The promise of public education is excellence for all. But that promise has seldom been kept for low-income children of color in America. In *How the Other Half Learns*, teacher and education

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journalist Robert Pondiscio focuses on Success Academy, the network of controversial charter schools in New York City founded by Eva Moskowitz, who has created something unprecedented in American education: a way for large numbers of engaged and ambitious low-income families of colour to get an education for their children that equals and even exceeds what wealthy families take for granted. Her results are astonishing, her methods unorthodox. Decades of well-intended efforts to improve our schools and close the 'achievement gap' have set equity and excellence at war with each other: If you are wealthy, with the means to pay private school tuition or move to an affluent community, you can get your child into an excellent school. But if you are poor and black or brown, you have to settle for 'equity a

Introducing Psychological Research

The Definitive Guide to Quantifying, Classifying, and Measuring Enterprise IT Security Operations Security Metrics is the first comprehensive best-practice guide to defining, creating, and utilizing security metrics in the enterprise. Using sample charts, graphics, case studies, and war stories, Yankee Group Security Expert Andrew Jaquith demonstrates exactly how to establish effective metrics based on your organization's unique requirements. You'll discover how to

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quantify hard-to-measure security activities, compile and analyze all relevant data, identify strengths and weaknesses, set cost-effective priorities for improvement, and craft compelling messages for senior management. Security Metrics successfully bridges management's quantitative viewpoint with the nuts-and-bolts approach typically taken by security professionals. It brings together expert solutions drawn from Jaquith's extensive consulting work in the software, aerospace, and financial services industries, including new metrics presented nowhere else. You'll learn how to:

- Replace nonstop crisis response with a systematic approach to security improvement
- Understand the differences between "good" and "bad" metrics
- Measure coverage and control, vulnerability management, password quality, patch latency, benchmark scoring, and business-adjusted risk
- Quantify the effectiveness of security acquisition, implementation, and other program activities
- Organize, aggregate, and analyze your data to bring out key insights
- Use visualization to understand and communicate security issues more clearly
- Capture valuable data from firewalls and antivirus logs, third-party auditor reports, and other resources
- Implement balanced scorecards that present compact, holistic views of organizational security effectiveness

Building a Better Teacher: How Teaching Works (and How to

Teach It to Everyone)

A clear and concise introduction and reference for anyone new to the subject of statistics.

How to Measure Anything

What do Toyota, Apple, and Zappos have in common? CUSTOMER-CENTRIC CULTURE And now, with this research-based method, you can replicate their success with your business Based on more than 60 studies and the authors' three-year proprietary research project with more than 100 companies, The Customer Culture Imperative demonstrates that organizations exhibiting a strong "customer-centric culture" do, in fact, produce superior business performance. It provides diagnostic tools and a roadmap for effective implementation, designed to make cultural change concrete and actionable in any organization. Dr. Linden R. Brown is chairman and co-founder of MarketCulture Strategies Inc. Christopher Brown is the former marketing director for Hewlett-Packard for the South Pacific and is presently a Silicon Valley-based sales and marketing consultant.

How to Measure Anything in Cybersecurity Risk

It's no secret that you can't improve your organization's performance without measuring it. In fact, every function, unit, process, and the organization as a whole, is built and run according to the parameters and expectations of its measurement system. So you'd better make sure you're doing it right. All too often, performance measurement creates dysfunction, whether among individuals, teams, or across entire divisions and companies. Most traditional measurement systems actually encourage unhealthy competition for personal gain, creating internal conflict and breeding distrust of performance measurement.

Transforming Performance Measurement presents a breakthrough approach that will not only significantly reduce those dysfunctions, but also promote alignment with business strategy, maximize cross-enterprise integration, and help everyone to work collaboratively to drive value throughout your organization. Performance improvement thought leader Dean Spitzer explains why performance measurement should be less about calculations and analysis and more about the crucial social factors that determine how well the measurements get used. His "socialization of measurement" process focuses on learning and improvement from measurement, and on the importance of asking such questions as: How well do our measures reflect our business model? How successfully are

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they driving our strategy? What should we be measuring and not measuring? Are the right people having the right measurement discussions? Performance measurement is a dynamic process that calls for an awareness of the balance necessary between seemingly disparate ideas: the technical and the social aspects of performance measurement. For example, you need technology to manage the flood of data, but you must make sure that it supports the people who will be making decisions and taking action crucial to your organization's success. This book shows you how to design that technical-social balance into your measurement system. While it is urgent to start taking action now, transforming your organization's performance measurement system will take time. Transforming Performance Measurement gives you assessment tools to gauge where you are now and a roadmap for moving, with little or no disruption, to a more "transformational" and mature measurement system. The book also provides 34 TMAPs, Transformational Measurement Action Plans, which suggest both well-accepted and "emergent" measures (in areas such as marketing, human resources, customer service, knowledge management, productivity, information technology, research and development, costing, and more) that you can use right away. In the end, you get what you measure. If you measure the wrong things, you will take your company farther and farther away from its mission and strategic goals.

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Transforming Performance Measurement tells you not only what to measure, but how to do it -- and in what context -- to make a truly transformational difference in your enterprise.

The Customer Culture Imperative: A Leader's Guide to Driving Superior Performance

Why we need to stop wasting public funds on education Despite being immensely popular—and immensely lucrative—education is grossly overrated. Now with a new afterword by Bryan Caplan, this explosive book argues that the primary function of education is not to enhance students' skills but to signal the qualities of a good employee. Learn why students hunt for easy As only to forget most of what they learn after the final exam, why decades of growing access to education have not resulted in better jobs for average workers, how employers reward workers for costly schooling they rarely ever use, and why cutting education spending is the best remedy. Romantic notions about education being "good for the soul" must yield to careful research and common sense—The Case against Education points the way.

How to Measure Anything

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Metrics are a hot topic. Executive leadership, boards of directors, management, and customers are all asking for data-based decisions. As a result, many managers, professionals, and change agents are asked to develop metrics, but have no clear idea of how to produce meaningful ones. Wouldn't it be great to have a simple explanation of how to collect, analyze, report, and use measurements to improve your organization? *Metrics: How to Improve Key Business Results* provides that explanation and the tools you'll need to make your organization more effective. Not only does the book explain the "why" of metrics, but it walks you through a step-by-step process for creating a report card that provides a clear picture of organizational health and how well you satisfy customer needs. Metrics will help you to measure the right things, the right way—the first time. No wasted effort, no chasing data. The report card provides a simple tool for viewing the health of your organization, from the outside in. You will learn how to measure the key components of the report card and thereby improve real measures of business success, like repeat customers, customer loyalty, and word-of-mouth advertising. This book: Provides a step-by-step guide for building an organizational effectiveness report card Takes you from identifying key services and products and using metrics, to determining business strategy Provides examples of how to identify, collect, analyze, and report metrics that will be

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immediately useful for improving all aspects of the enterprise, including IT

Measuring Penny

A ground shaking exposé on the failure of popular cyber risk management methods How to Measure Anything in Cybersecurity Risk exposes the shortcomings of current "risk management" practices, and offers a series of improvement techniques that help you fill the holes and ramp up security. In his bestselling book How to Measure Anything, author Douglas W. Hubbard opened the business world's eyes to the critical need for better measurement. This book expands upon that premise and draws from The Failure of Risk Management to sound the alarm in the cybersecurity realm. Some of the field's premier risk management approaches actually create more risk than they mitigate, and questionable methods have been duplicated across industries and embedded in the products accepted as gospel. This book sheds light on these blatant risks, and provides alternate techniques that can help improve your current situation. You'll also learn which approaches are too risky to save, and are actually more damaging than a total lack of any security. Dangerous risk management methods abound; there is no industry more critically in need of solutions than cybersecurity. This

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book provides solutions where they exist, and advises when to change tracks entirely. Discover the shortcomings of cybersecurity's "best practices" Learn which risk management approaches actually create risk Improve your current practices with practical alterations Learn which methods are beyond saving, and worse than doing nothing Insightful and enlightening, this book will inspire a closer examination of your company's own risk management practices in the context of cybersecurity. The end goal is airtight data protection, so finding cracks in the vault is a positive thing—as long as you get there before the bad guys do. How to Measure Anything in Cybersecurity Risk is your guide to more robust protection through better quantitative processes, approaches, and techniques.

Flow

Now updated with new research and even more intuitive explanations, a demystifying explanation of how managers can inform themselves to make less risky, more profitable business decisions This insightful and eloquent book will show you how to measure those things in your own business that, until now, you may have considered "immeasurable," including customer satisfaction, organizational flexibility, technology risk, and technology ROI. Adds even more intuitive

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explanations of powerful measurement methods and shows how they can be applied to areas such as risk management and customer satisfaction Continues to boldly assert that any perception of "immeasurability" is based on certain popular misconceptions about measurement and measurement methods Shows the common reasoning for calling something immeasurable, and sets out to correct those ideas Offers practical methods for measuring a variety of "intangibles" Adds recent research, especially in regards to methods that seem like measurement, but are in fact a kind of "placebo effect" for management - and explains how to tell effective methods from management mythology Written by recognized expert Douglas Hubbard-creator of Applied Information Economics-How to Measure Anything, Second Edition illustrates how the author has used his approach across various industries and how any problem, no matter how difficult, ill defined, or uncertain can lend itself to measurement using proven methods.

The Case against Education

A New York Times Notable Book "A must-read book for every American teacher and taxpayer." -Amanda Ripley, author of The Smartest Kids in the World Launched with a hugely popular New York Times Magazine cover story, Building a Better Teacher sparked a national conversation about

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teacher quality and established Elizabeth Green as a leading voice in education. Green's fascinating and accessible narrative dispels the common myth of the "natural-born teacher" and introduces maverick educators exploring the science behind their art. Her dramatic account reveals that great teaching is not magic, but a skill—a skill that can be taught. Now with a new afterword that offers a guide on how to identify—and support—great teachers, this provocative and hopeful book "should be part of every new teacher's education" (Washington Post).

Poor Numbers

This book challenges the widely held view that inmates create prison gangs to promote racism and violence. On the contrary, gangs form to create order. Most people assume that violent inmates left to themselves will descend into a chaotic anarchy, but that's not necessarily the case. This book studies the hidden order of the prison underworld to understand how order arises among outlaws. It uses economics to explore the secret world of the convict culture, inmate hierarchy, and prison gang politics. Inmates engaged in illegal activity cannot rely entirely on state-based governance institutions, such as courts of law and the police, to create order. Correctional officers will not resolve a dispute over a heroin deal gone wrong or

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help kill a predatory rapist. Yet, the inmate social system is relatively orderly and underground markets flourish. In today's prisons, gangs play a pivotal role in protecting inmates and facilitating illicit commerce. They have sophisticated internal structures and often rely on elaborate written constitutions. To maintain social order, gangs adjudicate conflicts and orchestrate strategic acts of violence to negotiate the competing demands of inmates, gang members, and correctional officers. This book uses economics to explain why prison gangs form, how formal institutions affect them, and why they have a powerful influence even over crime beyond prison walls. Economics explains the seemingly irrational, truly astonishing, and often tragic world of life among the society of captives.

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