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Web Analytics: An Hour a Day - Analytics Demystified

Web Analytics: An Hour a Day. Avinash Kaushik. ISBN: 978-0-470-13065-0. Jun 2007. 480 pages. Select type: Paperback. E-Book. Paperback. Product not available for purchase. Description Written by an in-the-trenches practitioner, this step-by-step guide shows you how to implement a successful Web analytics strategy. Web analytics expert Avinash ...

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“ Web Analytics An Hour A Day ” was the first of Avinash’s books I read and is a great example: If you are heading to the boom, from a web analytics viewpoint, then there is lots of useful stuff. Chapters 6 to 13 aim to provide the titles’ promise of an hour a day programme.

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