

Web Analytics Books

Resources about books on Web Analytics. Web Analytics is a complex task, having the best reference books available provides solid assistance. We've compiled the best authors and titles on analytics in this section.

- [Advanced Web Metrics with Google Analytics](#) — Resources about the book Advanced Web Metrics with Google Analytics. Now in it's third edition, Brian Clifton provides insight into using Google Analytics effectively.
- [Ask, Measure, Learn](#) — Resources on the book Ask, Measure Learn; which guides readers to extract business value from their gathered data by asking the right questions, measuring the right data, and learning from the results.
- [Lean Analytics](#) — Resources on the book "Lean Analytics" intended for startups, but with information for any size business on knowing and measuring the metrics that matter.
- [Web Analytics 2.0](#) — Resources about Web Analytics 2.0 by Avinash Kaushik, the leading book on understanding and using web analytics.

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