

# 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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Below we have compiled publicly available sources from around the world that present views on Web Analytics 2.0.

## Perspectives on Web Analytics 2.0 Books

- [The Bold New World of Web Analytics 2.0](#)  
graphics.com
- [Web Analytics 2.0 Book: 14 Reasons Why You Should Buy](#)  
kaushik.net
- [A Book for Those Serious about Website Results](#)  
smallbiztrends.com
- [Avinash Kaushik, Web Analytics 2.0](#)  
conversationagent.com

## Books

- [Book: Web Analytics 2.0 by Avinash Kaushik](#)  
webanalytics20.com

## Book Reviews

- [Web Analytics 2.0 Book Review The Art of Online Accountability and Science of Customer Centricity](#)  
youtube.com
- [Web Analytics 2.0 Book Review](#)  
bigpictureweb.com
- [Web Analytics 2.0 Social Media Metrics - Chapter Review](#)  
phillymarketinglabs.com
- [Book review: Avinash Kaushik - Web Analytics 2.0](#)  
gradlinig.com
- [Web Analytics 2.0 Review - Avinash Kaushik](#)  
booksforanentrepreneur.com

## Further Reading

- [Web Analytics 2.0](#) — Resources about Web Analytics 2.0 by Avinash Kaushik, the leading book on understanding and using web analytics.
- [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.

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