

# Advanced Web Metrics with Google Analytics

Resources about the book *Advanced Web Metrics with Google Analytics*. Now in its third edition, Brian Clifton provides insight into using Google Analytics effectively.

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Below we have compiled publicly available sources from around the world that present views on *Advanced Web Metrics with Google Analytics*.

## Books

- [Advanced Web Metrics with Google Analytics](#)  
brianclifton.com
- [Advanced Web Metrics with Google Analytics](#)  
books.google.com

## Book Reviews

- [Advanced Web Metrics with Google Analytics \[book review\]](#)  
online-behavior.com
- [Must Read Book - Advanced Web Metrics with Google Analytics](#)  
trendingupward.net
- [Google Analytics Book - reviews](#)  
google-analytics-book.com
- [Advanced Web Metrics with Google Analytics - a brief review](#)  
awa-digital.com
- [Brian Clifton - Advanced Web Metrics with Google Analytics](#)  
jesperastrom.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 its 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.

## Ready to see behavioral analytics in action?

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