

# 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.

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Below we have compiled publicly available sources from around the world that present views on Ask, Measure, Learn.

## Perspectives on Ask, Measure, Learn

- [Ask, Measure, Learn: a Talk by Lutz Finger](#)  
[johnson.cornell.edu](http://johnson.cornell.edu)
- [Ask Measure Learn](#)  
[slideshare.net](http://slideshare.net)

## Books

- [Ask Measure Learn](#), Lutz Finger  
[lutzfinger.com](http://lutzfinger.com)
- [Ask, Measure, Learn](#)  
[shop.oreilly.com](http://shop.oreilly.com)

## Book Reviews

- [Ask, Measure, Learn – Lutz Finger and Soumitra Dutta](#)  
[newmr.org](http://newmr.org)
- [Finger & Dutta: "Ask, Measure, Learn"](#)  
[hadeninteractive.com](http://hadeninteractive.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.

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