



# Pulse: The New Science of Harnessing Internet Buzz to Track Threats and Opportunities

*Douglas W. Hubbard*

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**The ultimate guide to mining the Internet for real-time assessment of trends and data**

Showing how the Internet can be an incredible tool for businesses and others to measure trends in real time, Pulse describes tools for inexpensive and real time measurement methodologies businesses can start using right away. This timely book also puts this emerging science in perspective and explains how this new measurement instrument will profoundly change decision making in business and government.

- Shows how the Internet can be used as an incredibly powerful measurement tool
- Reveals how to mine the Internet to measure and forecast business progress
- Written by leading expert in business analytics and performance management

Pulse reveals how the Internet is evolving into a tool for measuring and forecasting trends in society, the economy, public opinion and even public health and security. It is an absolutely essential book for every business leader to turn a powerful, underutilized tool to its complete potential.

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