



## Google Analytics Breakthrough: : From Zero to Business Impact

By Feras Alhlou, Shiraz Asif, Eric Fettman

Wiley. Hardcover. Condition: New. Google Analytics Breakthrough?is a much-needed comprehensive resource for the world's most widely adopted analytics tool. Designed to provide a complete, best-practices foundation in measurement strategy, implementation, reporting and optimization, this book systematically demystifies the broad range of Google Analytics features and configurations. Throughout the end-to-end learning experience, you'll sharpen your core competencies, discover hidden functionality, learn to avoid common pitfalls and develop next-generation tracking and analysis strategies so you can understand what is helping or hindering your digital performance and begin driving more success.



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