

# Web Analytics For Dummies (For Dummies (Computers))

## By Pedro Sostre

**By Pedro Sostre**

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Pedro Sostre - Entrepreneur Pedro is currently the CEO and Creative Officer at He is the co-author of Web Analytics for Dummies and co-founder of

CHAPTER 1 Entering the Arena. In This Chapter \* Explaining the building blocks \* Probing capabilities \* Surveying the market. Predictive analytics is a bright light

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