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Web Analytics 2.0 is not a sequel to Kaushik's first book Web Analytics: An Hour a Day. The latter was a hard core offering that covered all aspects of the subject. 2.0 is a more general book that covers a wide range of topics related to and around Web Analytics. The coverage of Social Media and Mobile analytics is sparse and that's my only gripe.

Web Analytics 2.0: The Art of Online Accountability and ...

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Buy Web Analytics 2.0: The Art of Online Accountability ...

Web analytics have come a long way from the first baby steps back in the late 1990s - and this book by Avinash Kaushik is a thorough introduction to the current state-of-the-art. A must-read for marketing and business people, user experience designers and web site architects.

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2.0 is the second book by Avinash Kaushik, the best selling author of Web Analytics: An Hour A Day. In it Avinash shows you how to use the copious amount of online data to transform your organization from faith-based to data driven.

Web Analytics Book: Web Analytics 2.0 by Avinash Kaushik

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