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Brian Clifton, Ph.D., leads the Google Web Analytics team for

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Europe, the Middle East, and Africa. He is a noted web analytics and search engine marketing expert who speaks at industry trade shows (including Search Engine Strategies, Emetrics Summit, and Search Marketing World), maintains a blog on web metrics and Google Analytics (www.advanced-web-metrics.com), and has written numerous white ...

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I loved reading Brian Clifton's "Advanced Web Metrics with Google Analytics". I read every page of its 550+ pages in a little under 9 hours. A bit about my background - I have been working in the enterprise applications software (e.g., Oracle, Salesforce, Netsuite etc.) industry for about 23 years.

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