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**Integrating Cross Channel Customer Experiences (4/29/2010)**

[**Judah Phillips’**](http://www.linkedin.com/pub/judah-phillips/0/294/500) **List of Resources**

1) [Eric T. Peterson](http://www.webanalyticsdemystified.com/content/books.asp) books, including:
 [Web Analytics Demystified](http://www.amazon.com/Web-Analytics-Demystified-Marketers-Understanding/dp/0974358428), [Big Book of KPI's](http://www.webanalyticsdemystified.com/content/books.asp), and [Web Measurement Hacks](http://www.amazon.com/Web-Site-Measurement-Hacks-Optimize/dp/0596009887).

2) [Social Media Metrics](http://www.amazon.com/Social-Media-Metrics-Marketing-Investment/dp/0470583789/ref%3Dntt_at_ep_dpi_1). By Jim Sterne.

3) [Web Analytics 2.0](http://www.amazon.com/Web-Analytics-2-0-Accountability-Centricity/dp/0470529393/ref%3Dntt_at_ep_dpi_2) and [Web Analytics: An Hour a Day](http://www.amazon.com/Web-Analytics-Hour-Avinash-Kaushik/dp/0470130652/ref%3Dntt_at_ep_dpi_1).  Both by Avinash Kaushik.

4) [Multichannel Marketing Metrics](http://www.amazon.com/Multichannel-Marketing-Metrics-Methods-Offline/dp/047023959X/ref%3Dsr_1_1?ie=UTF8&s=books&qid=1272644806&sr=1-1).  By Akin Arikan

5) [Pragmalytics](http://www.octavianworld.org/octavianworld/2008/06/pragmalytics.html).  By Cesar Brea. :)