

Resources – Measurement

- Web Analytics Demystified Books
 - http://www.webanalyticsdemystified.com/downloads/Web_Analytics_Demystified_by_Eric_Peterson.pdf
- Avinash Kaushik (blog)
 - <http://www.kaushik.net/avinash/>
- Data Layer Design
 - <http://www.simoahava.com/analytics/awesome-google-tag-manager-resources/>