

# Web Analytics Action Hero: Using Analysis To Gain Insight And Optimize Your Business By Brent Dykes

By Brent Dykes

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In this episode, the Beyond Web Analytics team talks with Brent Dykes, Director of Consulting at Adobe and now author of Web Analytics Action Hero.

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Learn how to become an action hero within your company leveraging the full power of web analytics and turning meaningful insights into business value.

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