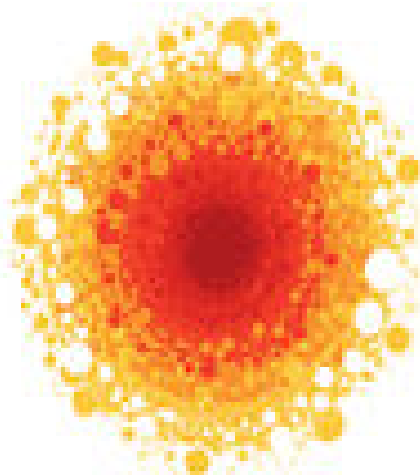


AVINASH KAUSHIK



# Web Analytics 2.0

[ THE ART OF ONLINE ACCOUNTABILITY  
& SCIENCE OF CUSTOMER CENTRICITY ]

## Introduction

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