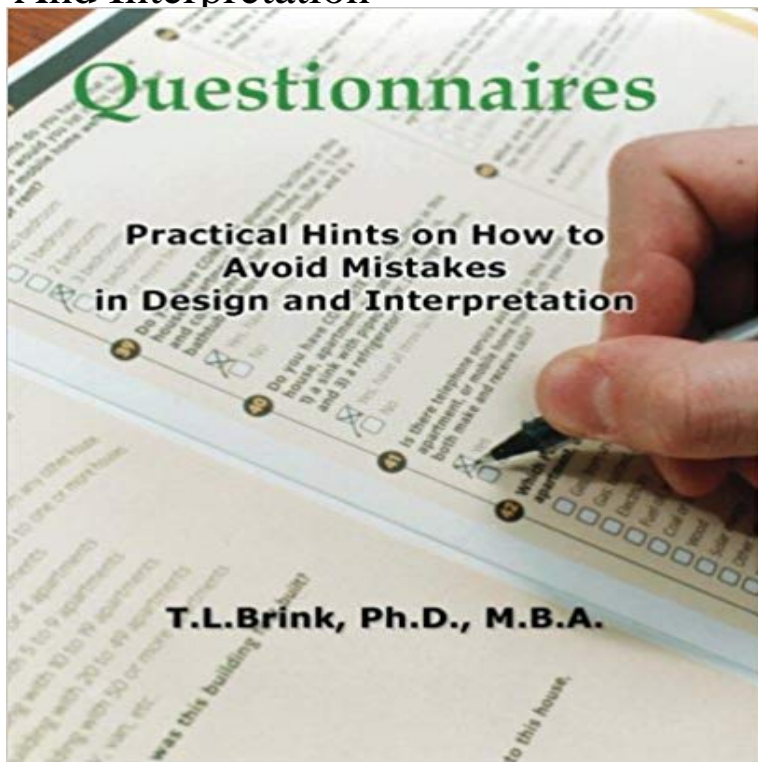


Questionnaires: Practical Hints On How To Avoid Mistakes In Design And Interpretation



Buy this book before you implement that expensive survey! Questionnaires is a practical guide to questionnaire design and interpretation with a problem-solution format. This book is different from others on this topic in that it is designed to be immediately helpful for people who have real-world constraints of budgets and deadlines. It focusses on eliminating costly errors in design rather than extensive theoretical aspects. The book is for people who have a need to design questionnaires: those who work in marketing research, public relations, opinion polling, and human resources. Questionnaires will be of practical use to executives in business, governmental, and not-for-profit organizations who have to make decisions based upon data from surveys. While it is not designed primarily for scholars and professors of research methodology its straightforward explanations should be immediately useful to students in graduate programs requiring a thesis for degrees in Business, Public Administration, Public Health, Psychology, and Sociology.

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