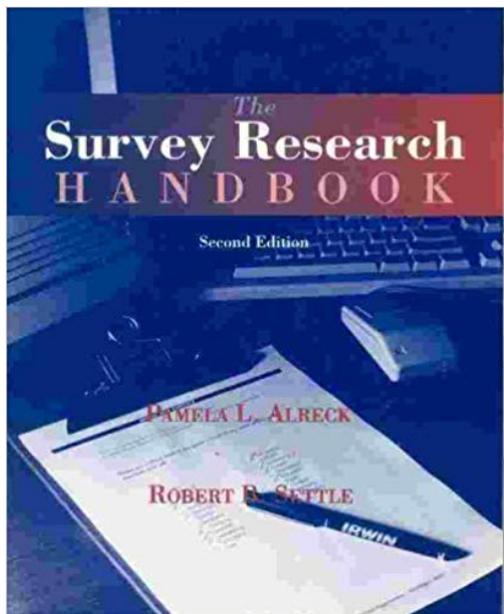


Survey Research Handbook (Paperback) by Pamela Alreck,Robert Settle



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Survey research applications cut across many institutional, disciplinary, and technical boundaries. The main purpose of this concise, one-color text is to bring together the various techniques and principles, skills, and activities that are required to conduct effective survey project. In writing this text the authors have kept two criteria in mind: 1) Is the information sufficient? and 2) is it necessary? The handbook-style format provides an easy-to-use guide for survey research projects in many different fields. The new edition consistently maintains the original How-To Format, including the popular Checklists, Guidelists, and Examples.



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