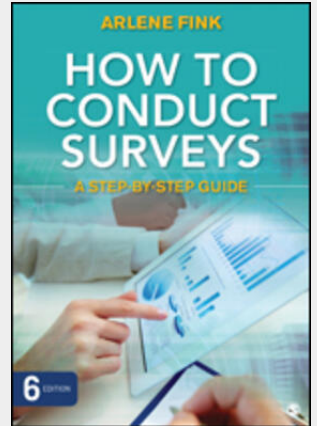


Fink

How to Conduct Surveys

A Step-by-Step Guide

Packed with new topics that reflect today's challenges, the Sixth Edition of the bestselling How to Conduct Surveys guides readers through the process of developing their own rigorous surveys and evaluating the credibility and transparency of surveys created by others. Offering practical, step-by-step advice and written in the same clear and accessible style as author Arlene Fink's other works, the book focuses on choosing the appropriate type of survey, writing survey questions and responses, formatting the survey, deciding on the characteristics and numbers of respondents to include, choosing how often to survey respondents, and analyzing and reporting the results.



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