



The Survey Handbook (The Survey Kit, Vol 1)

Arlene G. Fink

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Skills and resources necessary for conducting a survey are introduced in this book. Through the use of numerous examples, Arlene Fink describes the four different types of survey instruments, the activities that constitute a "typical" survey, and demonstrates how to organize surveys and estimate their costs. In addition, she discusses useful techniques such as: what types of questions to ask in pilot tests; how to relate survey costs to needs for personnel and time; and how to execute a management plan and a budget for a survey.

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