



How To Conduct Organizational Surveys: A Step-by-Step Guide

Jack Edwards, Marie D. Thomas, Paul Rosenfeld, Stephanie Booth-Kewley

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Organizations are increasingly turning to surveys to solve many business-related problems. This book provides those who want to plan organizational surveys with a step-by-step, 'how-to' guide. The authors describe the issues that must be addressed at each step in the process, the advantages and disadvantages that result from many of the choices that must be made, and practical lessons learned from their years of experience in designing and conducting surveys.

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