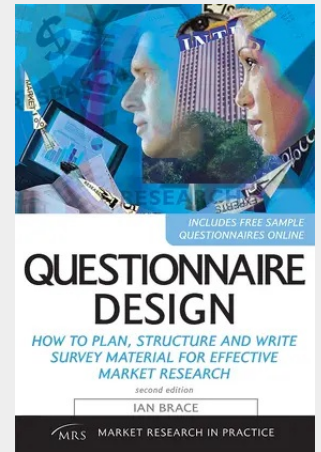


Questionnaire Design

How to Plan, Structure and Write Survey Material for Effective Market Research

If you need to conduct market research for your company, a good questionnaire is a vital tool. **Questionnaire Design** covers anything and everything you need to know about constructing the perfect questionnaire for your business. Taking you through every step of the process, and encouraging you to really think about what you are asking, and what data you want to find out, **Questionnaire Design** is an essential guide for marketers everywhere. Whether you are a student of marketing, have market research skills that need updating, or simply want a handbook to refer to as the need arises, **Questionnaire Design** is the book for you. Now fully updated to include vital information about online questionnaires and interviews, their problems and potential, this book will be a useful addition to the bookshelf of every market research practitioner.



Auf Anfrage

Nicht mehr lieferbar

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