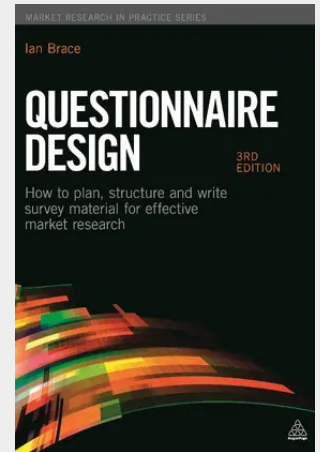


Brace

Questionnaire Design

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

Questionnaires are vital for the market researcher: they draw accurate information from respondents, give structure to interviews, provide a standard form on which facts, comments and attitudes can be recorded and facilitate data processing. **Questionnaire Design** explains the role of questionnaires in market research and looks at different types of questionnaire, examining when and how they should be deployed. The book explains how to plan, structure and compose the right questionnaire for the research being undertaken. Fully updated with new content on encouraging respondent involvement through the gamification of questionnaires, this third edition of **Questionnaire Design** also includes the latest information on online and mobile questionnaires, their problems and potential. This book will be a useful addition to the bookshelf of every student or practitioner of market research.



Auf Anfrage

Nicht mehr lieferbar

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