

Brace

Questionnaire Design

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

Market research in business is changing. **Questionnaire Design**, fourth edition, delivers a complete handbook for the mounting challenge of acquiring more data in less time, generating an entire rethink on how data is collected. The growth in mobile devices is limiting the readability of traditional measurement tools, new consumer channels are altering access, whilst time spent answering questions is decreasing exponentially. This book provides practical guidelines to plan, structure and compose questionnaires across all industries and purposes, ensuring valuable data insights are captured with accuracy and efficiency. Fully updated, the fourth edition of **Questionnaire Design** includes a new chapter on how to navigate the multiple software options available, with guidance on how to engage and retain respondents earlier on at planning stage, using new mobile design approaches and measurement tools. Updates also cover advances in data privacy, maximizing international reach and managing the transition from face-to-face surveys towards soft launches online. Whether applying to business positioning, consumer insights, employee feedback or product analysis, the ability to gauge a market snapshot on a global scale is escalating the demand for online survey and questionnaire data, making this is an essential addition to every professional's shelf.



Auf Anfrage

Nicht mehr lieferbar

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