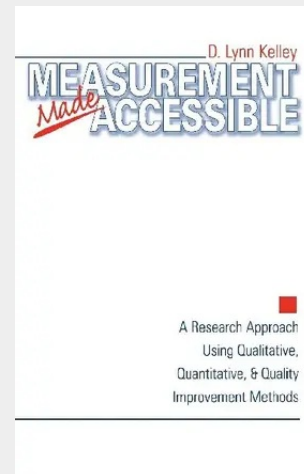


Measurement Made Accessible

A Research Approach Using Qualitative, Quantitative and Quality Improvement Methods

"I found the book very interesting, and will consider it as a supplement for my graduate statistics course, Managerial Statistical Analysis. This book covers a number of topics that graduate students need, but which we currently do not cover in our present format, such as questionnaire design, validity and reliability." --Stanley A. Taylor, School of Business Administration, California State University, Sacramento "The author uses plenty of examples and the text is well written and easy to understand. The exercises at the end of each chapter were reasonable and useful." --David J. Solomon, Michigan State University "This book covers the most important topics involved in statistical research. It is informative, and topics are presented in a way that is easy to understand." --J.L. Madrigal, Department of Statistics, Brigham Young University Aimed at students who do not plan to be academic researchers but rather who will use measurement and comparison methods in their work, this book teaches readers methods for sampling, data gathering, developing questionnaires, reliability and validity, and quantitative and qualitative measurement methods through the use of frequent examples and exercises. In addition, the book covers the use of quality improvement tools and techniques in measurement. Readers who do measurement activity in their workplace will find that this book provides them with all the research, statistical, and qualitative tools that they'll need. Given the trend toward improving quality and customer satisfaction, measurement has become an increasingly necessary skill for business managers to possess in order to assess change and improvement. This book provides upper-division undergraduate students in business and management with these general measurement principles. Through the use of frequent business examples and exercises, the contributors cover such topics as sampling methods for data gathering, developing questionnaires, measuring instruments, quantitative and qualitative measurement methods, items analysis, reliability and validity, measurement for quality, and computer uses in data analysis. Professors who have been frustrated with the lack of measurement materials for their business and management students will find this text answers their needs.

Through examples and exercises, this handy student guide teaches methods for sampling, data gathering, developing questionnaires, reliability and validity, and quantitative and qualitative measurement. In addition, the book explains the use of quality improvement tools and techniques in measurement. It will be invaluable in any graduate statistics course, particularly for those in business administration and management.



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