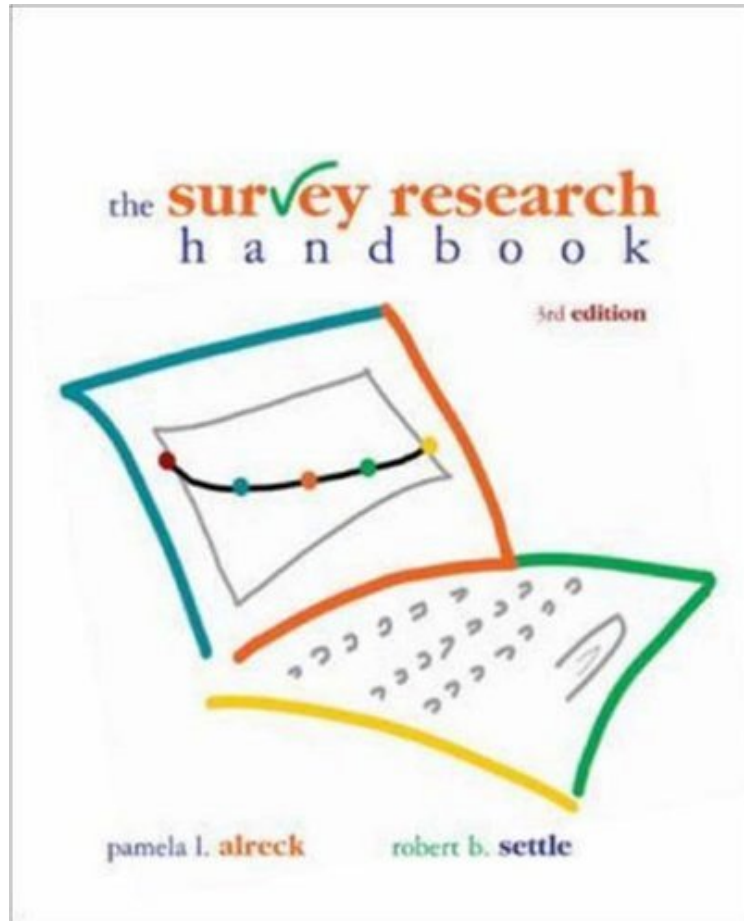


## The Survey Research Handbook, Third Edition

*Pamela L. Alreck, Robert B. Settle*  
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The Survey Research Handbook, 3/e by Alreck and Settle has been a proven favorite for years. The book is conceived and written to appeal to the common business reader, not just the academic: concepts are presented in clear everyday language, and the book provides practical direction for beginners as well as new ideas and techniques for experienced researchers. Its logical organization mirrors the survey research process itself, from determining information needs to writing the final report. Appendices cover useful topics including focus groups, experimental methods, and report

presentations without disrupting the flow of the main text.