



Improving Organizational Surveys: New Directions, Methods, and Applications (SAGE Focus Editions)

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Organizational surveys are becoming increasingly popular with social science researchers and are used for a wide range of purposes, such as measuring employees' needs, obtaining consumers' opinions about the goods and services they receive, and monitoring the effectiveness of organizational interventions. This book presents the latest tools, techniques and applications for conducting successful organizational surveys throughout a wide range of settings - private, governmental and military.

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