1.	Record Nr.	UNINA9910139039403321
	Autore	Snijkers Ger <1963->
	Titolo	Designing and conducting business surveys [[electronic resource] /] / Ger Snijkers ... [et al.]
	Pubbl/distr/stampa	Hoboken, NJ, : John Wiley & Sons, Inc., c2013
	ISBN	1-118-44791-3
		1-118-44789-1
		1-118-44792-1
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (642 p.)
	Collana	Wiley series in survey methodology ; ; 568
	Classificazione	MAT029000
	Disciplina	338.0072/3
	Soggetti	Industrial surveys
		Economics - Statistical methods
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Designing and Conducting Business Surveys; Contents; Preface; Contributors; Abbreviations; 1. Surveys and Business Surveys; 1.1. The Objective of this Book; 1.2. The Statistical Production Process; 1.3. Surveys; 1.3.1. Definition of Surveys; 1.3.2. Survey Constraints, Considerations, and Tradeoffs; 1.3.2.1. Survey Errors and the Process Quality Approach; 1.3.2.2. Response Burden; 1.3.2.3. Trust; 1.3.3. A Brief Historical Look at Surveys; 1.4. Types of Business Data Outputs; 1.4.1. Official Statistics; 1.4.1.1. National Accounts; 1.4.1.2. Structural Business Statistics
		1.4.1.3. Short-Term Statistics1.4.1.4. International and European Comparisons; 1.4.2. Other Types of Business Data Outputs; 1.5. Use of Business Data Outputs; 1.5.1. National, Regional, and Local Economic Performance; 1.5.2. Individual Business Monitoring and Policymaking; 1.5.3. Everyday Decisions; 1.6. Obtaining Business Data; 1.6.1. Business Data Collection Methods; 1.7. Business Surveys; 1.7.1. Types of Business Surveys; 1.7.2. The Business Survey-Output Production Process; 1.7.2.1. Business Survey Constraints, Considerations, and Tradeoffs; 1.7.2.2. Unique Features of Business Surveys
		1.7.3. Perspectives of the Business Survey Process1.7.3.1. Survey Organization Perspective; 1.7.3.2. Respondent Perspective; 1.7.3.3. User Perspective; 1.8. Overview of the Book; 1.8.1. The Audience; 1.8.2.

Sommario/riassunto	Designing and Conducting Business Surveys provides a coherent overview of the business survey process, from start to finish. It uniquely integrates an understanding of how businesses operate, a total survey error approach to data quality that focuses specifically on business surveys, and sound project management principles. The book brings together what is currently known about planning, designing, and conducting business surveys, with producing and disseminating statistics or other research results from the collected data. This knowledge draws upon a variety of disciplines such as surv