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## Sommario/riassunto

Surveying Cultures uniquely employs techniques rooted in survey methodology to discover cultural patterns in social science research. Examining both classical and emerging methods that are used to survey and assess differing norms among populations, the book successfully breaks new ground in the field, introducing a theory of measurement for ethnographic studies that employs the consensus-as-culture model. The book begins with a basic overview of cross-cultural measurement of sentiments and presents innovative and sophisticated analyses of measurement issues and of homogeneity among r

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