

1. Record Nr.	UNINA9910161638703321
Autore	Rothman Lori
Titolo	Just about right (JAR) scales : design, usage, benefits, and risks
Pubbl/distr/stampa	[Place of publication not identified], : ASTM International, 2009
ISBN	0-8031-6739-3
Collana	ASTM international manual series Just about right (JAR) scales
Disciplina	658.8/34015195
Soggetti	Consumers - Research - Statistical methods Consumer goods - Evaluation - Statistical methods Quality of products Commerce Business & Economics Marketing & Sales
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph