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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Introduction: A Roadmap to Effective Employee Surveys; Part one: Survey Goals, Objectives, and Methods; Chapter one: Goals: Define a Clear Survey Purpose; Chapter two: Objectives: The Pros and Cons of Focusing on Employee Engagement; Chapter three: Methods: Match the Measurement to the Processes, Roles, and Teams; Part two: Design and Delivery; Chapter four: Good Survey Practices: Don't Reinvent the Wheel; Chapter five: Anonymity vs. Insights: Confidentiality and Organizational Data Matching; Part three: Survey Analysis, Interpretation, and Action Taking Chapter six: KISS: The Power and Pitfalls of Simplicity Chapter seven: The Big Picture: What, How, Why, and Who of Statistical Modeling; Chapter eight: Reaching Conclusions: Benchmarking and Statistical versus Meaningful Differences; Chapter nine: Moving Forward: Reporting and Taking Action; Resources; References; Index; A; B; C; D; E; F; G; I; J; L; M; O; P; Q; R; S; T; V; Acknowledgments; About the author
Sommario/riassunto	Poorly designed employee surveys frustrate participants, analysts, and executives and can end up doing more harm than good. Alec Levenson

offers sensible, practical ways to make them more useful and accurate and counters a number of unhelpful but common practices. He provides specific advice for ensuring that the purpose and desired outcomes of surveys are clear, the questions are designed to provide the most relevant and accurate data, and the results are actionable. He also looks at a wealth of specific issues, such as the best benchmarking practices, the benefits of multivariate modeling
