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Nota di contenuto	Cover -- Contents -- Preface -- Chapter 1 - Organizational Surveys: An Overview -- Uses of Surveys in Organizations -- Gathering information -- Improving Communication -- Monitoring and Evaluating the Effects of Organizational Change -- Factors to Consider Before initiating the Survey Process -- Is a Survey within the Organization's Budget? -- Are Personnel with Survey Expertise Available? -- Are there other Ways to Answer the Question? -- Are Organizational Personnel Being Oversurveyed? -- Setting the Table: Presurvey issues -- The Survey Team -- Using internal Versus External Personnel to Conduct the Survey -- Writing a Statement of Purpose -- Conducting Organizational Surveys: A Look Ahead -- Chapter 2 - Identifying Survey Content -- Methods for Identifying Survey Content -- Developmental interviews and Focus Groups -- Past Surveys in the Same Organization -- Published Scales -- Archival Sources -- Theory and Academic Findings -- Other Sources of Survey Content -- Conclusions -- Chapter 3 - Creating the Survey, Part I: Writing Survey Items -- Item Formats: Closed- and Open-Ended Questions -- Closed-Ended Questions -- Open-Ended Questions -- Should the Survey Team use Closed- or Open-Ended Questions? -- Item Content: Demographic, Factual, and Attitudinal Questions -- Demographic Items -- Factual Items -- Attitudinal Items -- Writing "Good" Items: Some Basic Rules -- Ask

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Sommario/riassunto

'How to Conduct Organizational Surveys' meets the ever increasing need for a "how-to" guide for professionals & students who often have little or no experience in conducting in-house surveys for evaluating the performance of external survey consultants.
