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Autore	Iarossi Giuseppe
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Sommario/riassunto	""A master of his craft, Giuseppe Iarossi has drawn on his extensive experience in the field to produce a wonderfully useful volume on how to do and work with surveys of industrial firms.""- Kenneth L. Sokoloff, Department of Economics, U.C.L.A A practical how-to guide on all the steps involved with survey implementation, this volume covers survey management, questionnaire design, sampling, respondent's psychology and survey participation, and data management. A comprehensive and practical reference for those who both use and produce survey data.