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Nota di contenuto	Data Collection; Contents; Acknowledgments from the Editors; From Patti; From Jack; Principles of the ROI Methodology; Chapter 1: Using Questionnaires and Surveys; Types of Questions; Questionnaire Design Steps; Improving the Response Rate for Questionnaires and Surveys; Final Thoughts; Chapter 2: Using Tests; Types of Tests; Simulations; Informal Tests; Final Thoughts; Chapter 3: Using Interviews, Focus Groups, and Observation; Interviews; Focus Groups; Observations; Final Thoughts; Chapter 4: Using Other Data Collection Methods; Business Performance Monitoring; Action Planning Performance ContractsFinal Thoughts; Chapter 5: Measuring Reaction and Planned Action; Why Measure Reaction and Planned Action?; Importance of Other Levels of Evaluation; Areas of Feedback; Data

Collection Issues; Uses of Reaction Data; Final Thoughts; Chapter 6: Measuring Learning and Confidence; Why Measure Learning and Confidence?; Measurement Issues; Administrative Issues; Uses of Learning Data; Final Thoughts; Chapter 7: Measuring Application and Implementation; Why Measure Application and Implementation?; Challenges; Measurement Issues; Data Collection Methods; Barriers to Application  
Uses of Application Data; Final Thoughts; Chapter 8: Measuring Impact and Consequences; Why Measure Business Impact?; Effective Impact Measures; Data Collection Methods; Final Thoughts; Chapter 9: Selecting the Proper Data Collection Method; Matching Exercise; Selecting the Appropriate Method for Each Level; Final Thoughts; Index; About the Authors

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## Sommario/riassunto

Data Collection is the second of six books in the Measurement and Evaluation Series from Pfeiffer. The proven ROI Methodology--developed by the ROI Institute--provides a practical system for evaluation planning, data collection, data analysis, and reporting. All six books in the series offer the latest tools, most current research, and practical advice for measuring ROI in a variety of settings. Data Collection offers an effective process for collecting data that is essential to the implementation of the ROI Methodology. The authors outline the techniques, process

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