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Sommario/riassunto

""An understanding of the relationship between the product and the process in election polling is often lost. This edited volume unites ideas and researchers, with quality playing the central role.""--J. Michael Brick, PhD, Director of the Survey Methods Unit, Westat, Inc.
Elections and Exit Polling is a truly unique examination of the specialized surveys that are currently used to track and collect data on elections and voter preferences. Employing modern research from the past decade and a series of interviews with famed American pollster Warren Mitofsky (1934-2006), this volume p
