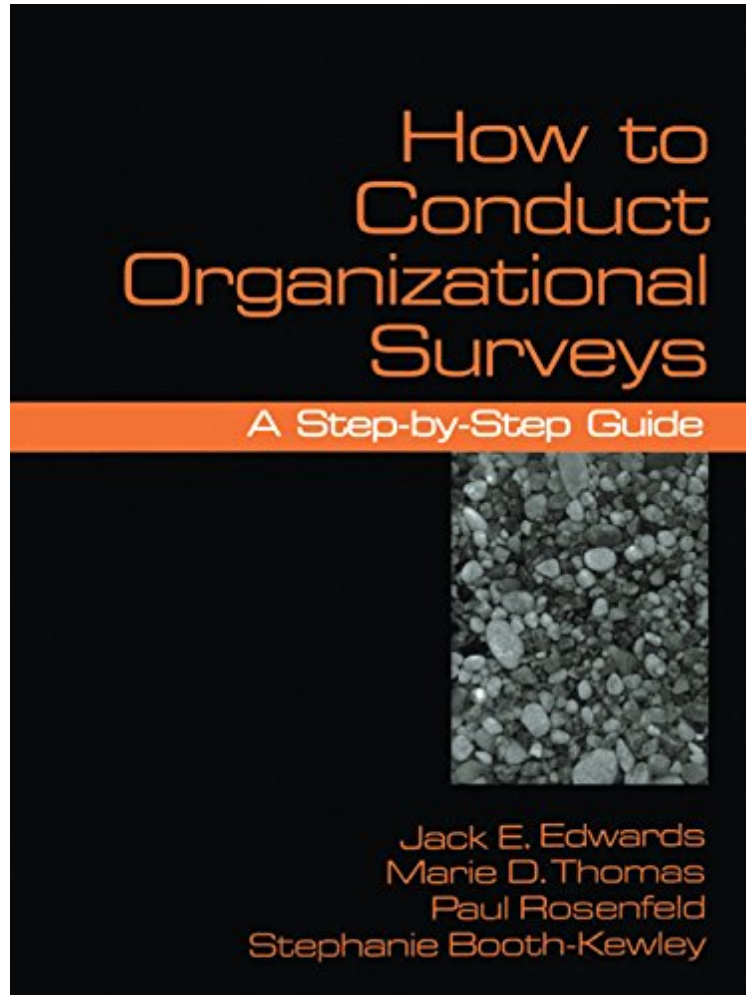


How To Conduct Organizational Surveys: A Step-by-Step Guide

Jack Edwards, Marie D. Thomas, Paul Rosenfeld, Stephanie Booth-Kewley
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Organizations are increasingly turning to surveys to solve many business-related problems. This book provides those

who want to plan organizational surveys with a step-by-step, 'how-to' guide. The authors describe the issues that must be addressed at each step in the process, the advantages and disadvantages that result from many of the choices that must be made, and practical lessons learned from their years of experience in designing and conducting surveys.

" Unlike many survey 'how-to' books, this book is clear, well-written, practical, and insightful. I highly recommend it to those interested in conducting organizational surveys or managing a consultant/ vendor that is supplying survey services to an organization." nbsp;" Unlike many survey bhow-tob books, this book is clear, well-written, practical, and insightful. I highly recommend it to those interested in conducting organizational surveys or managing a consultant/ vendor that is supplying survey services to an organization." nbsp;" Unlike many survey how-to books, this book is clear, well-written, practical, and insightful. I highly recommend it to those interested in conducting organizational surveys or managing a consultant/ vendor that is supplying survey services to an organization." nbsp;" Unlike many survey ???how-to??? books, this book is clear, well-written, practical, and insightful. I highly recommend it to those interested in conducting organizational surveys or managing a consultant/ vendor that is supplying survey services to an organization." nbsp;"Unlike many survey ???how-to??? books, this book is clear, well-written, practical, and insightful. I highly recommend it to those interested in conducting organizational surveys or managing a consultant/ vendor that is supplying survey services to an organization."""Unlike many survey ???how-to??? books, this book is clear, well-written, practical, and insightful. I highly recommend it to those interested in conducting organizational surveys or managing a consultant/ vendor that is supplying survey services to an organization."""Unlike many survey 'how-to' books, this book is clear, well-written, practical, and insightful. I highly recommend it to those interested in conducting organizational surveys or managing a consultant/ vendor that is supplying survey services to an organization." "Unlike many survey lsquo;how-torsquo; books, this book is clear, well-written, practical, and insightful. I highly recommend it to those interested in conducting organizational surveys or managing a consultant/ vendor that is supplying survey services to an organization."nbsp; (TECHNO)About the AuthorIn addition to editing this book, Jack Edwards has published two survey books cited in the Recommended Readings section of this chapter. He is currently an Assistant Director in the Office of Applied Research and Methods at the U.S. General Accounting Office, Washington, DC. His prior positions include Chief of the Personnel Survey Branch at the Defense Manpower Data Center and tenured Associate Professor at the Illinois Institute of Technology. (The opinions expressed in this article are those of the authors and do not necessarily reflect the views of the U.S. General Accounting Office.)