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## Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research (Market Research in Practice)

*Ian Brace*

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Marketing and non-specialist marketing professionals, students of marketing and marketing research"[C]overs all aspects of conceiving and constructing questionnaires that can unearth what people are really thinking and provide market researchers with the valuable information they need. ...discusses the actual look of the questionnaire, cultural differences that may arise in international surveys, and ethical matters. As readers will discover, good questionnaire design is both a science and an art. Summing Up: Recommended."