



Conducting a Survey: The SPSS workbook

Brenda McCormack, Liz Hill

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Conducting a Survey: The SPSS workbook Brenda McCormack, Liz Hill

This step-by-step guide enables market researchers to grasp the fundamental techniques associated with data collection and analysis, using SPSS. The text and accompanying disk will guide users through a logical sequence of stages for conducting a survey and include an introduction to using computers and the Windows environment, an explanation of the techniques for conducting a survey, practical exercises and solutions. The text is designed so that anyone interested in the process of conducting a survey, such as students on market research courses, can follow the book sequentially. Those with a clearer understanding of the processes who are looking for ways of analysing data can do so using the exercises and SPSS sections.

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