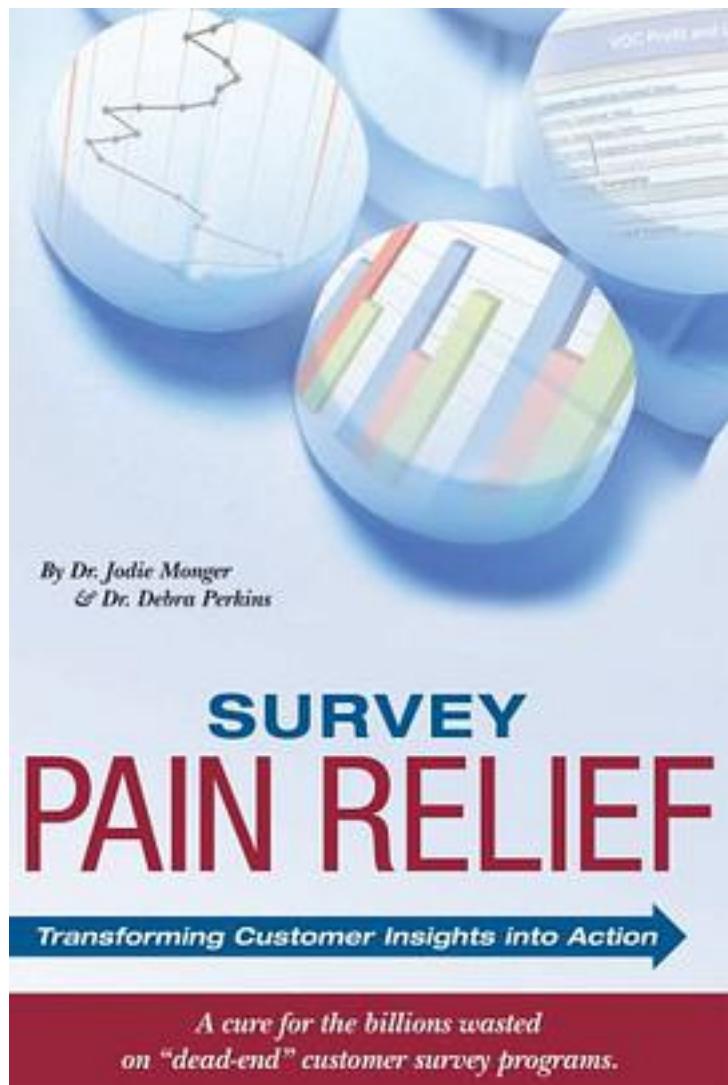


Survey Pain Relief



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Anyone who has ever been tasked with gathering and analyzing customer data has no doubt felt the pain associated with the magnitude of that responsibility especially when you're asked to take action without having believable customer intelligence. Relax. The doctors are here to ease your pain. In Survey Pain Relief, Dr. Jodie Monger and Dr. Debra Perkins offer an insightful, user-friendly overview of the science of research, dispel common misconceptions about the validity of widely publicized research methods, explain the sources and risks of "survey malpractice" and how to avoid it, and reveal how to transform customer insights into action by offering concrete examples of how to properly conduct survey research that will yield valid, interpretable results that can be communicated to executives, operations management, supervisors and frontline staff]] and save billions

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