

Questionnaires and Inventories: Surveying Opinions and Assessing Personality

Lewis R. Aiken

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Questionnaires and Inventories: Surveying Opinions and Assessing Personality Lewis R. Aiken Professionals in diverse disciplines such as psychology, sociology, business, market research, and law rely on questionnaires, rating scales, and personality inventories for data collection and decision-making. This concise handbook covers the theory and "how-to" of designing and using questionnaires and inventories.



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