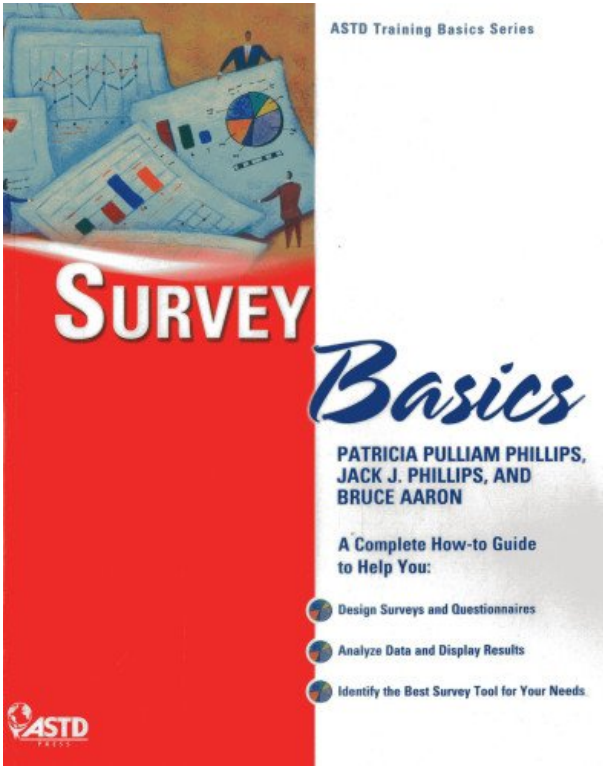
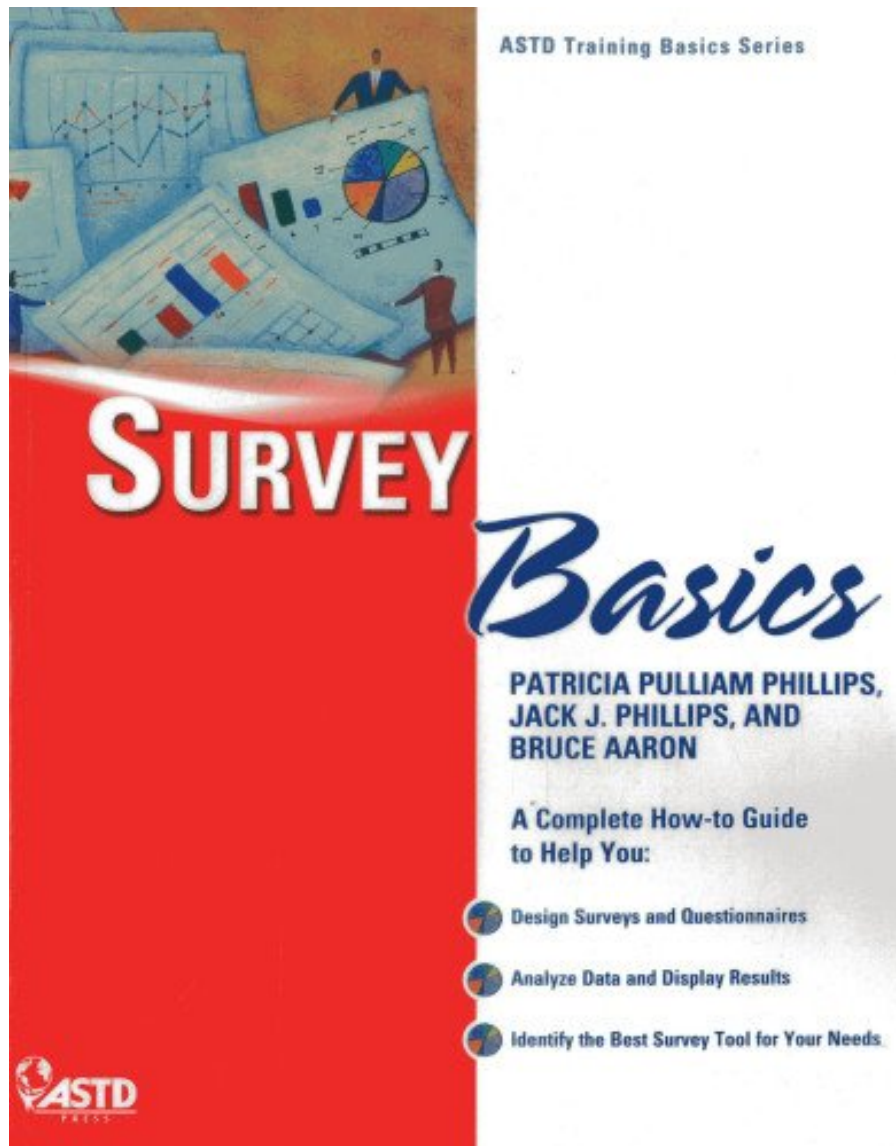


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Jack J. Phillips, PhD, is chairman of the ROI Institute and a world-renowned expert on measurement and evaluation. Phillips provides consulting services for Fortune 500 companies and workshops for major conference providers worldwide. Phillips is also the author or editor of more than 100 articles and 75+ books, including *Measuring the Success of Leadership Development: A Step-by-Step Guide for Measuring Impact and Calculating ROI* (ATD Press). His work has been featured in the *Wall Street Journal*, *Bloomberg Businessweek*, *Fortune*, and on CNN.

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Learning and development professionals have embraced the concept of measurement, evaluation, and ROI. They know the importance of collecting valid, reliable data but many want to build greater skills in asking the right measurement questions the right way. Experts in their field, Jack and Patricia Phillips have written a new book on measurement with Bruce Aaron, *Survey Basics: A Guide to Developing Surveys and Questionnaires*.

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Designed to be a quick, concise crash course on survey development:

- Design the instrument so that people find it easy to respond to.
- Ensure positive response rates.
- Watch for types of errors that can creep into survey results.

This book is a tool to help the L&D professional design and administer surveys and questionnaires. It describes the purpose of surveys and questionnaires, types of error that can creep into survey results, and considerations when developing specific survey questions. In addition, it offers advice to ensure positive response rates and how to design the instrument so that people find it easy to respond. The book includes content on validity and reliability, data analysis, and includes a chapter describing approaches to displaying data and reporting results.

- Sales Rank: #1432717 in Books
- Brand: Brand: ASTD Press
- Published on: 2013-06-16
- Original language: English
- Number of items: 1
- Dimensions: 9.47" h x .58" w x 7.58" l, 1.10 pounds
- Binding: Paperback
- 288 pages

Features

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