



Measurement Made Accessible: A Research Approach Using Qualitative, Quantitative and Quality Improvement Methods

D. Lynn Kelley

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Through examples and exercises, this handy student guide teaches methods for sampling, data gathering, developing questionnaires, reliability and validity, and quantitative and qualitative measurement. In addition, the book explains the use of quality improvement tools and techniques in measurement. It will be invaluable in any graduate statistics course, particularly for those in business administration and management.

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