

Wiley Series in Survey Methodology

# DESIGNING AND CONDUCTING BUSINESS SURVEYS

GER SNIJKERS  
GUSTAV HARALDSEN  
JACQUI JONES  
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## Designing and Conducting Business Surveys

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# Designing and Conducting Business Surveys

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We dedicate this book in memory of Seymour Sudman

We add our personal dedications:

From Ger, for Sjaak Snijkers (my late father) and Ingrid;

From Gustav, for Ellinor and Katarina;

From Jacqui, for Jonah, Owain, Rhiannon, and my girls  
(Delila and Sophie); and

From Diane, for Steven, my parents Edwin and Betty Willimack, and  
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