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By Robert B. Settle; Pamela L. Alreck

The survey research handbook (Book, 2004) -

The survey research handbook. [Pamela L Alreck; McGraw-Hill/Irwin series in marketing. Responsibility: Pamela L. Alreck, Robert B. Settle.

<http://www.worldcat.org/title/survey-research-handbook/oclc/53162728>

Professional standards for survey research - -

Alreck, Pamela L., and Settle, Robert B. Survey Research Methods Applied Social Research Methods Series, Professional standards for survey research

<http://link.springer.com/article/10.1007/BF00976860>

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Alreck, Pamela L. and Robert B. Settle (1985), Handbook of Survey Research. 396 JOURNAL OF MARKETING RESEARCH,

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Reading List for Research Methods -

Alreck, Pamela L. and Settle, Robert B. (1995). The Survey Research Handbook. (2nd ed.) Chicago: Richard D. Irwin. Marketing Research:

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