

US EPA ARCHIVE DOCUMENT

SUGGESTED READING

Alreck, Pamela L., and Robert B. Settle. *The Survey Research Handbook: Guidelines and Strategies for Conducting a Survey*. Irwin Professional Publishers, 1994. *Description:* Without technical buzzwords or statistical jargon, this book provides the methods and guidelines for conducting practical, economical surveys from start to finish.

Dutka, Alan. *AMA Handbook for Customer Satisfaction: A Complete Guide to Research, Planning, & Implementations*. NTC Publishing Group, 1995. *Description:* Covers planning customer satisfaction activities, designing questionnaires, conducting surveys, analyzing the results, applying the results, and maintaining customer satisfaction (*Booknews, Inc.*, 2/1/96).

Environmental Protection Agency, *Survey Management Handbook*, Volumes I (November 1983) and II (December 1984). *Description:* Volume I focuses on survey design principles and ways to productively apply them in planning and managing a contract survey related to regulatory decision making. Volume II focuses on the conduct and management of EPA-sponsored surveys. Contains good lists of recommended additional reading.

Gerson, Richard F., Ph.D. *Measuring Customer Satisfaction*. Crisp Publications, 1993. *Description:* Provides a definition of customer satisfaction and warns of the dangers associated with poor service or quality. The author describes research methods and includes sample forms and questions. The book also explains analysis techniques and notes the importance of measuring employees' satisfaction.

Green, Samuel B., Neil J. Salkind, Theresa M. Akey, Theresa M. Jones, and Sam Green. *Using SPSS for Windows: Analyzing and Understanding Data*. Prentice Hall, 1997. *Description:* Offers both the beginning and advanced individual a complete introduction to SPSS. In two parts, coverage proceeds from an introduction to how to use the program to advanced information on the specific SPSS techniques that are available. Special features of this book include a high level of readability and a class-tested text, examples using screen shots and step-by-step procedures for successful completion of data analysis, tips to help the user in both learning SPSS and making it even easier to use, sidebars featuring material that is particularly interesting and important to understanding the analytic technique under discussion, and guidance in the selection and application of statistical techniques and interpretation, as well as documenting and communicating results.

Hayes, Bob E. *Measuring Customer Satisfaction: Survey Design, Use, and Statistical Methods*. ASQC Quality Press, 1998. *Description:* Provides detailed information about how to construct, evaluate, and use questionnaires. Clearly presents the scientific methodology used to construct questionnaires utilizing the author's systematic approach. Important scientific principles are presented in simple, understandable terms. Both the qualitative and quantitative aspects of questionnaire design and evaluation are included.

- Hill, Nigel. *Handbook of Customer Satisfaction Measurement*. Gower Publishing, 1996.
Description: This book was written for customer service professionals, not statisticians. Using work examples and real-life case studies, this guide takes the reader step by step through the entire process, from formulating objectives at the outset to implementing any necessary action at the end. Among the topics covered are questionnaire design, sampling, interviewing skills, data analysis, and reporting.
- Hurlburt, Russell T. *Comprehending Behavioral Statistics*. Brooks/Cole Publishing Company, 1994. *Description:* A textbook that provides the same material found in most introductory statistics texts, but goes beyond the standard by teaching students how to estimate statistics before computations are performed. The optional ESTAT software helps students build this skill by allowing them to learn to make accurate “eyeball-estimates.” These estimation techniques are provided for both descriptive and inferential statistics. Alternatively, students can learn estimation from information in the book alone. Annotation: Book New, Inc. Portland, Or.
- Kessler, Sheila. *Measuring and Managing Customer Satisfaction: Going for the Gold*. American Society for Quality, 1996. *Description:* Includes chapters on topics such as Problems and Opportunities with Current Customer Satisfaction Measurement, Selecting Your Tools; CSS Data Analysis; Tools for Gathering Data; and Tools for Designing, Analyzing, and Synthesizing Data.
- McDaniel, Carl. *Marketing Research Essentials*. South-Western College Publishing, 1998.
Description: Provides key chapters on the concept of measurement and attitude scales; questionnaire design; data processing, basic data analysis, and statistical testing of differences; and correlation and regression analysis.