

# Conducting Online Surveys By Valerie M. Sue

**By Valerie M. Sue**

Systematic Planning for Using an Online Survey ARTICLE Lois A. Ritter, Valerie M for conducting online surveys. V.M. (2007).  
Systematic Planning for Using an

Valerie M. Sue is a senior manager at Kaiser Permanente (KP). She manages a range of projects for KP s Market Strategy and Sales Operations Department and provides

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Conducting the Survey.

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Conducting Online Surveys is a complete guide to conducting survey research using digital modalities. Many topics discussed, such as developing

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Valerie M. Sue - Kaiser Permanente; In the five years since the publication of the first edition of Conducting Online Surveys, the field of online survey research

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