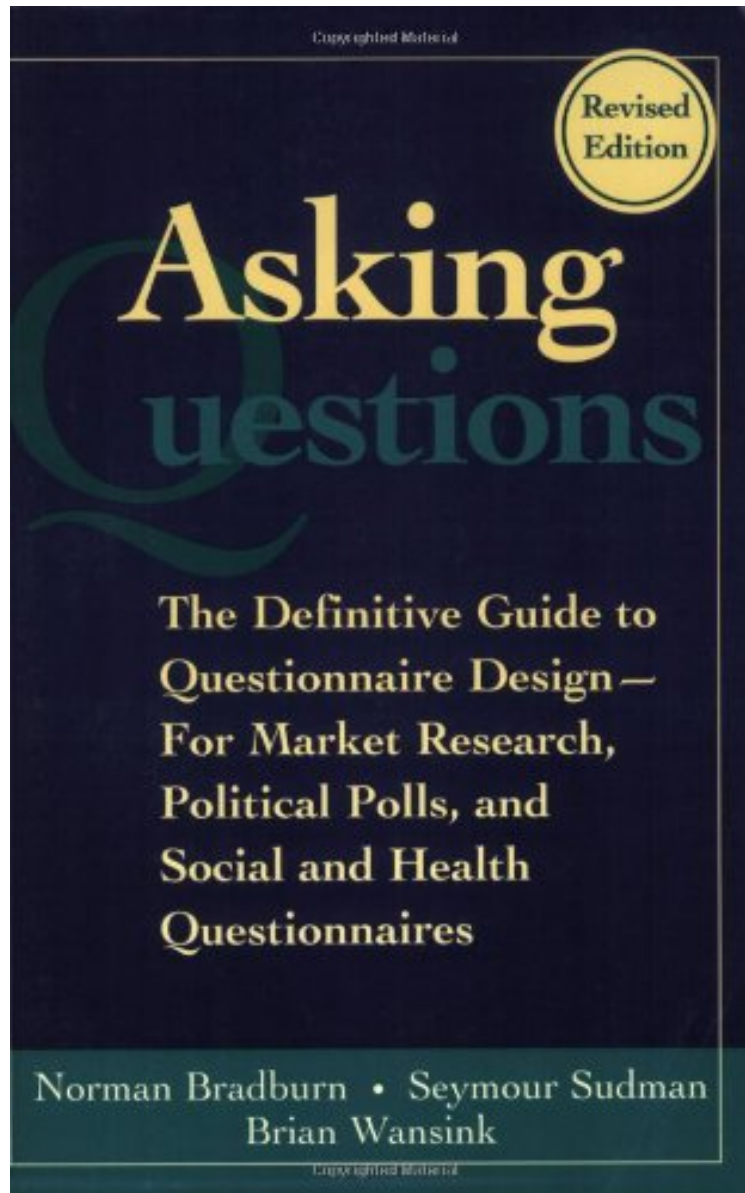


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# Asking Questions: The Definitive Guide to Questionnaire Design -- For Market Research, Political Polls, and Social and Health Questionnaires

*Norman M. Bradburn, Seymour Sudman, Brian Wansink*

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