



Organizational Surveys: The Diagnosis and Betterment of Organizations Through Their Members (Applied Psychology Series)

Frank J. Smith

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Surveys conducted within organizations have become an important aspect of human resource management and organizational functioning. This new book by Frank Smith--a leader in this field--offers a unique perspective on organizational surveys. It emphasizes the experience of developing, carrying out, and interpreting surveys on a wider variety of organizational issues in a very diverse set of organizations.

The book is intended to acquaint managers, students, and potential survey users with a broad understanding of the kind of information surveys can provide and how they have been applied in a wide variety of organizational settings. Through many examples, the book emphasizes the close and necessary link between the continual development of a survey program and the parallel body of research in organizational behavior.

This book will be of interest to survey practitioners, students, and instructors in human resource management and organizational behavior, and anyone looking for first-hand examples or survey approaches and the links to research and psychometric theory.



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