



FOR IMMEDIATE RELEASE

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New Book Takes Business Research to the Next Level

NEWTON, Mass. – Massachusetts executive level research professional Carey Azzara brings over twenty years of experience to the research community with his new book, “Questionnaire Design for Business Research,” intended to help researchers, the business community, and aspiring business students learn how to transform weak question construction into well-structured and highly effective questionnaire designs.

The book provides a wealth of examples that clearly demonstrate how to design research questions and also demonstrates how to structure an entire questionnaire, including screening questions, skip logic, test plans, and a discussion of the dangers posed by overly long questionnaires. In addition, the text walks readers through the seventeen answers to the question: “What’s wrong with my questionnaire?”

Published by Tate Publishing and Enterprises, the book is available through bookstores nationwide, from the publisher at www.tatepublishing.com/bookstore, or by visiting barnesandnoble.com or amazon.com.

Principal and Founder of AtHeath, LLC, Mr. Azzara is a consultant, author, and a highly respected researcher. He has two advanced degrees in market research-related disciplines. Prior to founding AtHeath, Azzara had several executive level positions and managed or contributed to well over three hundred studies, numerous other consulting engagements, and hundreds of reports, papers, and articles. He resides in Newton, Massachusetts.

For more information, visit questionnairedesign.tatepublishing.net. For promotional inquiries, please contact Mark McDevitt, Marketing Representative, at (888) 361-9473 or send an email to mmcdevitt@tatepublishing.com.

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