



# Sampling Essentials: Practical Guidelines for Making Sampling Choices

*Johnnie N. Daniel*

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Written for students taking research methods courses, this text provides a thorough overview of sampling principles. The author gives detailed, nontechnical descriptions and guidelines with limited presentation of formulas to help students reach basic research decisions, such as whether to choose a census or a sample, as well as how to select sample size and sample type.

Intended for students and researchers in the social and behavioral sciences, public health research, marketing research, and related areas, the text provides nonstatisticians with the concepts and techniques they need to do quality work and make good sampling choices.

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