



# Getting Action from Organizational Surveys: New Concepts, Technologies, and Applications

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*Getting Action from Organizational Surveys* provides the information industrial/organizational psychologists and human resource professionals need to put survey results into action—action that gets results. Edited by organizational survey pioneer Allen I. Kraut and contributed to by leading-edge practitioners, this comprehensive volume outlines new concepts to the survey lexicon, new methods of collecting and delivering results, new applications to various organizational situations, and new perspectives on how to look at and understand surveys and their place within organizations.

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### Editorial Review

#### Review

"... offers great value in terms of instructional content." (*Training media Review*, April 6 2007)

#### Review

"This comprehensive work is a compendium of the best thinking and practice in how to design and use surveys. It will be a must have, for many years to come, for anyone who designs or uses surveys to guide managerial behavior."

—**David Ulrich**, professor of business, University of Michigan, and coauthor, *The HR Value Proposition*

"Kraut and his colleagues have made a major contribution by focusing on the issue of how to leverage surveys to create action and change. Each chapter does a great job of capturing the leading edge of practice and innovation."

—**David A. Nadler**, chairman, Mercer Delta Consulting, LLC

"A terrific guide to the latest developments in survey-driven change."

—**Edward E. Lawler III**, distinguished professor of business at the Marshall School of Business, University of Southern California; director of USC's Center for Effective Organizations; and coauthor, *Built to Change*

"This book takes organizational survey initiatives to a refreshing new level by emphasizing ways to leverage survey results to achieve business results."

—**Mirian Graddick-Weir**, executive vice president, human resources, AT&T

#### From the Inside Flap

Getting Action from Organizational Surveys provides the information industrial/organizational psychologists and human resource professionals need to put survey results into action—action that gets results. Edited by organizational survey pioneer Allen I. Kraut and contributed to by leading-edge practitioners, this comprehensive volume outlines new concepts to the survey lexicon, new methods of collecting and delivering results, new applications to various organizational situations, and new perspectives on how to look at and understand surveys and their place within organizations.

The authors not only examine the effect of employee attitudes and perceptions on organizational performance, customer satisfaction, and the role of organizational development in making surveys effective, they also explore the latest techniques for administration, such as Web-based delivery, innovative statistical approaches, and the use of "pulse" surveys.

In addition, Getting Action from Organizational Surveys shows the variety of applications in which survey data plays a key role, including managing mergers and acquisitions, dealing with turnover, helping to drive change and organizational effectiveness, and working with the special needs of complex, global organizations. Case studies that clearly illustrate the effectiveness of turning survey results into positive action are also featured in this dynamic resource.

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