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## Polls and Surveys: Understanding What they Tell Us

*Norman M. Bradburn, Seymour Sudman*  
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**Norman M. Bradburn, Seymour Sudman : Polls and Surveys: Understanding What they Tell Us** before purchasing it in order to gage whether or not it would be worth my time, and all praised Polls and Surveys: Understanding What they Tell Us:

Explains how polls are conducted, describes the causes of polling errors, and discusses how polls are used and interpreted.

About the Author  
NORMAN M. BRADBURN is senior vice president for National Opinion Research. He is the Tiffany and Margaret Blake Distinguished Service professor in the department of psychology and the Harris Graduate School of Public Policy Studies at the University of Chicago. SEYMOUR SUDMAN is a Walter H. Stellner Distinguished Professor of Marketing and deputy director and research professor at the Survey Research Laboratory at the University of Illinois, Urbana-Champaign. He is the author, coauthor, or editor of seventeen books including *Asking Questions* (Jossey-Bass, 1982) which he wrote with Norman M. Bradburn.