

AMSRS Suggested titles for
continuing professional development and QPMR

New titles for April

Public Opinion and Survey Methods

(NOTE: Titles have not been reviewed and list was compiled by Mario Callegaro, at Survey Practice
<http://www.surveypractice.org>)

- Bell, R. M. & Cohen, M. L. (eds) 2008, *Coverage measurement in the 2010 Census*. Washington D.C., National Academies Press.
- Belli, R. F., Stafford, F. P. & Alwin, D. F. (eds) 2009, *Calendar and time diary methods in life course research*. Los Angeles, Sage.
- Brown, L. D., Cohen, M.L. & Cork, D. L. (eds) 2008, *Experimentation and evaluation plans for the 2010 Census: Interim report*. Washington D.C., National Academies Press.
- Carballo, M., & Hjelm, U. (eds) 2008, *Public opinion polling in a globalised world*. Berlin, Springer.
- Conrad, F. G., & Schober, M. F. (eds) 2008, *Envisioning the survey interview of the future*. New York, Wiley.
- Converse, J. M. (2009 reprint). *Survey research in the United States: Roots and emergence 1890-1960*. Edison, NJ, Transaction Publishers.
- Donsbach, W., & Traugott, M. W. (eds) 2008, *The Sage handbook of public opinion research*. Los Angeles, Sage.
- Fielding, N. 2008, *Interviewing II*. Four volume set. Los Angeles, Sage.
- Fielding, N., Lee, R. M., & Blank, G. (eds) 2008, *The Sage handbook of online research methods*. Los Angeles, Sage.
- Groves, R. M., & Cork, D. L. 2008, *Surveying victims: Options for conducting the National Crime Victimization Survey*. Washington D.C., National Academies Press.
- Groves, R. M., Fowler, F. J., Couper, M. P., et al. 2009, *Survey methodology (2nd edn)*. New York, Wiley.
- Hernnson, P. S., Niemi, R.G., Hanmer, M. J. et al. 2008, *Voting technology: The not-so-simple act of casting a ballot*. Washington D.C., Brookings Institution Press.
- Hesse-Biber, S. N., & Leavy, P. (eds.) 2008, *Handbook of emergent methods*. New York, Guilford.
- Krueger, R. A., & Casey, M. A. 2009, *Focus groups: A practical guide to applied research (4th edn)*. Los Angeles, Sage.
- Kulas, J. T. 2008, *SPSS essentials: Managing and analyzing social sciences data*. New York, Jossey-Bass.
- Lavrakas, P. J. (ed) 2008, *Encyclopedia of survey research methods*. Los Angeles, Sage.
- Levy, P. & Lemeshow, S. 2008, *Sampling of populations: Methods and applications (4th edn)*. New York, Wiley.

- Lynn, P. (ed). 2009, *Methodology of longitudinal surveys*. New York, Wiley.
- Marshall, T. R. 2008, *Public opinion and the Rehnquist court*. Albany, NY: State University of New York Press.
- Moore, D. W. 2008, *The Opinion makers: An insider reveals the truth behind the polls*. Boston, Beacon.
- Roberts, C. & Jowell, R. 2008, *Attitude measurement*. Four volume set. Los Angeles, Sage.
- Scheuren, F. J. & Alvey, W. (eds) 2008, *Elections and exit polling*. New York, Wiley.
- Schuman, H. 2008, *Method and meaning in polls and surveys*. Cambridge, Harvard University Press.
- Traugott, M. W., & Lavrakas, P. L. 2008, *The Voter's guide to election polls (4th edn)*. Lanham, MD, Rowman & Littlefield.
- Treiman, D. J. 2009, *Quantitative data analysis: Doing social research to test ideas*. New York: Jossey-Bass.
- Vander Stoep, S. W., & Johnson, D. D. 2009, *Research methods for everyday life: Blending qualitative and quantitative approaches*. New York, Jossey-Bass.
- Walden, G. R. 2008, *Focus groups, Volume I: A selective annotated bibliography: Art and humanities, social sciences, and the nonmedical sciences*. Lanham, MD, Scarecrow Press.
- Winter, N. J. 2008, *Dangerous times: How ideas about race and gender shape public opinion*. Chicago, University of Chicago Press.

Existing titles

Advertising & Branding

- Barlo, Janelle & Stewart, Paul 2004, *Branded customer service: the new competitive edge*, Berrett-Koehler, San Francisco
- Chandler, John & Owen, Mike 2002, *Developing brands with qualitative market research, book 5* (of 7 volumes on *Qualitative research: principles & practice*), Sage Publications, Thousand Oaks
- Franzen, Geip & Bouwman, Margaret 2001, *The mental world of brands: mind memory & brand success*, World Advertising Research Centre, Order from [WARC Bookstore](#)
- Dietzel, Jorg 2008, *3 :1 : create, connect, convince - fundamentals of advertising, branding and communication*, Marshall Cavendish Business International, Singapore **
- Heath, Robert 2001, *The hidden power of advertising: how low involvement processing influences the way we choose brands*, Admap
- Hollis, Nigel 2008, *The global brand: how to create & develop lasting brand value in the world market*, Palgrave MacMillan, New York **
- Kapferer, Jean-Noel 2004, *The new strategic brand management*, Kogan-Page, London
- Steel, John 1998, *Truth, lies & advertising: the art of account planning*, John Wiley & Sons Ltd, New York **
- Wardle, Judith 2002, *Developing advertising with qualitative market research, volume 6* (of 7 volumes on Qualitative Research), Sage Publications, Thousand Oaks
- Young, Charles E. 2005, *The advertising research handbook*, Ideas in Flight, Seattle **

Business & Management

- Anderson, Chris 2006, *The long tail: how endless choice is creating unlimited demand*, Random House, London **
- Birn, Robin J. 2004, *The effective use of market research: how to drive & focus better business decisions (4th edn)*, Kogan-Page, London **
- Collins, Jim 2001, *Good to Great: Why some companies make the leap... & others don't*, Harper Collins, New York **
- Goldsmith, Marshall 2007, *What got you here won't get you there: how successful people become even more successful*, Hyperion, New York **
- Reynolds, Garr 2008, *Presentation Zen: simple ideas on presentation design & delivery*, New Riders, Berkeley, CA **
- Tapscott, Don & Williams, Anthony D. 2006, *Wikinomics: how mass collaboration changes everything*, Atlantic Books, London **

Business to Business

- McNeil, Ruth 2005, *Business to business market research: understanding & measuring business markets*, Kogan-Page, London

Consumer Behaviour & Psychology

- Bagozzi, Richard, Gurhan-Canli, Zynep & Priester, Joseph 2002, *The social psychology of consumer behaviour*, Open University Press, Buckingham **
- Block, Peter 2008, *Community: the structure of belonging*, Berrett-Koehler Publishers, San Francisco**
- Cahill, Dennis 2006, *Lifestyle market segmentation*, Haworth Press, New York **
- Chaudhuri, Arjun 2006, *Emotion and reason in consumer behavior*, Butterworth-Heinemann, Burlington MA **
- Cialdini, Robert B. 2008, *Influence: the psychology of persuasion*, 5th edn, Allyn & Bacon, London **
- Earls, Mark 2007, *Herds: how to change mass behaviour by harnessing our true nature*, John Wiley & Sons Ltd, Chichester **
- Cooper, Joel M. 2007, *Cognitive dissonance: 50 years of a classic theory*, Sage Publications, Thousand Oaks **
- Festinger, Leon 1957, *Theory of cognitive dissonance*, Stanford University Press, Palo Alto, CA **
- Festinger, Leon, Riecken, Henry & Schachter, Stanley 1956, *When prophecy fails: a social & psychological study of a modern group that predicted the destruction of the world*, Harper-Torchbooks **
- Haugtvedt, Curtis P, Herr, Paul M, Kardes, Frank R (eds) 2008, *Handbook of consumer psychology*, Taylor and Francis Group, New York **
- Logan, Dave, King, J, & Fischer-Wright, H 2008, *Tribal leadership: leveraging natural groups to build thriving organisations*, Harper Collins, New York **
- Lindstrom, Martin 2008, *Buy.ology: truth & lies about why we buy*, Doubleday, New York **
- Miller, George. A 1956, "The Magical Number Seven, Plus or Minus Two: Some Limits on Our Capacity for Processing Information", *The Psychological Review*, vol. 63, issue 2, pp. 81-97, retrievable from (<http://www.musanim.com/miller1956/>)**
- Payne, Stanley 1951, *The art of asking questions*, Princeton University, Princeton **
- Schachter, Stanley & Gazzaniga, Michael 1989, *Extending psychological frontiers: selected works of Leon Festinger*, Sage Foundation Publications, Thousand Oaks**
- Surowiecki, James 2004, *The wisdom of crowds*, Anchor Books, New York **
- Szwarc, Paul 2005, *Researching customer satisfaction & loyalty: how to find out what people really think*, Kogan-Page, London **

Cultural Studies & Semiotics

- Barthes, Roland 1972, *Mythologies* (trans), Cape, London **
- Chandler, Daniel 2002, *Semiotics, the basics*, Routledge, London **
- McCracken, Grant 1990, *Culture and consumption: new approaches to the symbolic character of consumer goods and activities*, Indiana University Press, Bloomington, IN **
- McCracken, Grant 2005, *Culture and consumption II: markets, meaning, and brand management (vol. 2)*, Indiana University Press, Bloomington, IN **

Customer Satisfaction

- Allen, Derek & Wilburn, Morris 2002, *Linking customer satisfaction to the bottom line*, American Society for Quality (ASQ) Quality Press, Milwaukee
- Grisaffe, Doug 2004, "A Dozen Problems with Applied Customer Measurement.", *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behaviour*, vol. 17
- Reichheld, Frederick 2003, "The one number you need to grow", *Harvard Business Review*, December order from www.hbr.org
- Rust, Roland, Zeithaml, Valarie & Lemon, Katherine 2000, *Driving customer equity*, Free Press, New York
- Stone, Merlin, Bond, A. & Foss, B. 2004, *Consumer insight: how to use data & market research to get closer to your customer*, Kogan-Page, London

Demography

- Salt, Bernard 2006, *The big picture: life, work and relationships in the 21st Century*. Hardie Grant Books, South Yarra, Victoria **
- Wilson, S, Meagher G, Gibson R, Denemark, D and Western M. 2005, *Australian social attitudes: the first report*. UNSW Press. Sydney **

Ethnography

- Atkinson, Paul, Coffey, Amanda, Delamont, Sara, Lofland, John & Lofland, Lyn (eds) 2002, *Handbook of ethnography*, Sage Publications, London **
- Brewer, John 2000, *Ethnography*, Open University Press, Maidenhead, UK **

From Data to Decisions

- Blankenship A., Breen G. & Dutka A. 2005, *State of the art of marketing research*, NTC Business Books, Lincolnwood (Chicago)
- Callingham, Martin 2004, *Market intelligence: how & why organizations use market research*, Kogan-Page, London
- Smith, David & Fletcher, John 2004, *The art & science of interpreting market research evidence*, John Wiley & Sons, Chichester

Marketing

- Aaker, David 2004, *Strategic market management, (7th edn)*, John Wiley & Sons, New York
- Farris, Paul W., Bendle, Neil T., Pfeifer, Phillip E. & Reibstein, David J. 2006, *Marketing metrics: 50+ metrics every executive should master*, Wharton School Publishing, Upper Saddle River, New Jersey **
- Fleisher, Craig & Bencossan, Babette 2002, *Strategic & competitive analysis: methods & techniques for analyzing business competition*, Prentice Hall, Upper Saddle River, New Jersey
- Godin, Seth 2005, *All marketers are liars: the power of telling authentic stories in a low-trust world*, Portfolio, New York **

- Pfeffer, Jeffrey & Sutton, Robert 2006, *Hard facts, dangerous half-truths & total nonsense: profiting from evidence-based management*, Harvard Business School, Boston
- Semovitz, Andy 2009, *Word of mouth marketing: how smart companies get people talking*, Kaplan Publishing, New York **
- Walker, O., Mullins, J & Larreche, Jean-Claude 2008, *Marketing strategy: a decision focused approach (6th International edn)*, McGraw Hill, Columbus, OH
- Weitz, Barton A. & Wensley, Robin 2003, *Handbook of marketing*, Sage Publications, Thousand Oaks

Positive Psychology

- Goleman, Daniel 2007, *Social intelligence: the new science of human relationships*, Hutchinson, London **
- Goleman, Daniel 1996, *Emotional intelligence: why it can matter more than IQ*, Bloomsbury, London **
- Linley, P. Alex & Joseph, Stephen (eds) 2004, *Positive psychology in practice*, Wiley, Chichester **
- Peterson, Christopher 2006, *A primer in positive psychology*, Oxford University Press, Oxford **
- Seligman, Martin 2004, *Authentic happiness: using the new positive psychology to realise your potential for lasting fulfillment*, Free Press, New York **
- Sharp, Timothy 2007, *The happiness handbook: strategies for a happy life*, Finch Publishing, Sydney **

Social Research

- Bickman, Leonard & Rog, Debra 2008, *The SAGE handbook of applied social research methods*, Sage Publications, Thousand Oaks **
- Greenwood, Davydd J. & Levin, Morten 2006, *Introduction to action research: social research for social change*, Sage Publications, Thousand Oaks **
- Hollowell, Nina, Lawton, Julia & Gregory, Susan 2005, *Reflections on research*, Open University Press, Maidenhead, UK **
- May, Tim 2001, *Social research: issues, methods & process*, Open University Press, Buckingham, UK **
- McIntyre, Lisa J. 2004, *Need to know: social science research methods*, McGraw Hill, Boston **
- Neuman, W. Lawrence 2005, *Social research methods: quantitative & qualitative approaches (6th edn)*, Allyn & Bacon, New Jersey**
- Singleton, Royce A. & Straits, Bruce C. 2004, *Approaches to social research*, Oxford University Press, Oxford **
- Wysocki, Diane Kholos 2007, *Readings in social research methods*, Wadsworth Publishing, Florence, KY **

Survey Methodology

(a) Survey methods

- Couper, Mick 2008, *Designing effective web surveys*, Cambridge University Press, New York **
- Dillman, Don A., Smyth, Jolene D., Christian, & Melani, Leah 2008, *Internet, mail, and mixed-mode surveys: the tailored design method*, 3rd edn, John Wiley & Sons Ltd, Hoboken, New Jersey **
- Dillman, Don A. 1978, *Mail & telephone surveys: the total design method*, John Wiley & Sons Ltd, Chichester **
- Fowler, Floyd J. 2008, *Survey research methods*, Sage Publications, Thousand Oaks **
- Groves, Robert M., Fowler Jr., Floyd J., Couper, Mick P., Lepkowski, James M., Singer, Eleanor, & Tourangeau, Roger 2004, *Survey Methodology*, John Wiley & Sons Ltd, Hoboken, New Jersey **
- Hox, Joop, De Leeuw, Edith & Dillman, Don (eds) 2008, *International handbook of survey methodology (European Association of Methodology)*, Lawrence Erlbaum/ Taylor and Francis, Philadelphia, PA **
- Kolb, Bonita, 2008, *Marketing research for non-profit, community & creative organisations*, Butterworth-Heinemann, Oxford **
- Lepkowski, James M., Tucker, Clyde, Brick, J. Michael and De Leeuw, Edith D. 2007, *Advances in telephone survey methodology*, John Wiley & Sons Ltd, Hoboken, New Jersey **
- van de Vijver, Fons & Leung, Kwok 1997, *Methods and data analysis for cross-cultural research*, Sage Publications, Thousand Oaks **

(b) Data quality

- Groves, Robert M. & Couper, Mick P. 1998, *Nonresponse in household interview surveys*, John Wiley & Sons Ltd, New York **
- Groves, Robert M., Dillman, Don A., Eltinge, John L. & Little, Roderick J. A. 2001, *Survey non-response*, Wiley, Chichester **
- Presser, Stanley, Rothgeb, Jennifer M., Couper, Mick P. and Lessler, Judith T. 2004, *Methods for testing and evaluating survey questionnaires*, John Wiley & Sons Ltd, Hoboken, New Jersey **

(c) Data analysis

- Smith, David & Fletcher, J.H. 2001, *Inside information: making sense of marketing data*, John Wiley & Sons, Chichester **

(d) Online methodology & Technology

- Afifi, A., Clark V.A. & May S. 2004, *Computer-aided multivariate analysis*, (4th edn), Chapman Hall/ CRC Press, Florida
- Calishain, Tara 2006, *Information trapping: real-time research on the web*, New Riders, Berkeley, CA **
- Postoaca, Andrei 2006, *The anonymous elect: market research through online access panels*, Springer, Berlin **

(e) Qualitative research

- Denzin, N.K. & Lincoln, Y.S. 2005, *Handbook of qualitative research, 3rd edn*, Sage Publications, Thousand Oaks **
- Ereaut, Gill, Imms, Mike & Callingham, Martin 2002, *Qualitative market research: principle & practice*, Sage Publications, London **
- Goebert, Bonnie & Rosenthal, Herma 2002, *Beyond listening: learning the secret language of focus groups*, John Wiley & Sons, New York **
- Gordon, Wendy 1999, *Good thinking: a guide to qualitative research*, Admap publications, Oxfordshire
- Moisander, Johanna K, & Valtonen, Anu 2006 *Qualitative marketing research: a cultural approach*, Sage Publications, London**
- Sampson, Peter 1998, *Qualitative research: through a looking glass*, ESOMAR, Order from [ESOMAR](http://www.esomar.com)

(f) Questionnaire design

- Brace, Ian 2008, *Questionnaire design: how to plan, structure & write survey material for effective market research (2nd edn)*, Kogan-Page, London
- Saris, Willem E. & Gallhofer, Irmtraud N. 2007, *Design, evaluation, & analysis of questionnaires for Survey Research*, John Wiley & Sons Ltd, Hoboken, New Jersey **
- Tourangeau, Roger, Rips, Lance J & Rasinski, Kenneth 2000, *The psychology of survey response*, Cambridge University Press, Cambridge

(g) Sample design

- Dorofeev, Sergey & Grant, Peter 2006, *Statistics for real-life sample surveys*, Cambridge University Press, Cambridge **
- Lohr, Sharon 2009, *Sampling: design and analysis, 2nd edn*, Duxbury Press, Florence, KY **
- Scheaffer, Richard L., Mendenhall III, William, & Ott, R. Lyman 2006, *Elementary survey sampling, 6th edn*, Duxbury Press, Florence, KY **

Thinking/ Feeling/ Persuasion

- Ayres, Ian 2007, *Super Crunchers: How anything can be predicted*, Bantam Books, New York / John Murray Publishers, London **
- Gladwell, Malcolm 2005, *Blink: the power of thinking without thinking*, Little Brown & Company, New York
- Gladwell, Malcolm 2000, *The tipping point: how little things can make a big difference*, Little Brown & Company, New York
- Godin, Seth 2008, *Tribes: we need you to lead us*, Portfolio, New York **
- Levitt, S.D. & Dubner, S.J. 2005, *Freakonomics: a rogue economist explores the hidden side of everything*, Penguin, London**
- Lieberman, M.D. 2000, *Intuition: a social cognitive neuroscience approach*, Psychological Bulletin, Vol. 126, No. 1
- Pek, Andrew & McGlade, Jeannine 2008, *Stimulated: habits to spark your creative genius at work*, Greenleaf Book Group, Austin **

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- Pink, Daniel H 2005, *A whole new mind: why right- brainers will rule the future*, Penguin Books, New York **
- Zaltman, Gerald 2003, *How customers think*, Harvard Business School, Boston

** New Titles

Please note: books reviews are published in the *Australasian Journal of Market & Social Research* (AJMSR) & *Research News* (from February 2009 onwards).