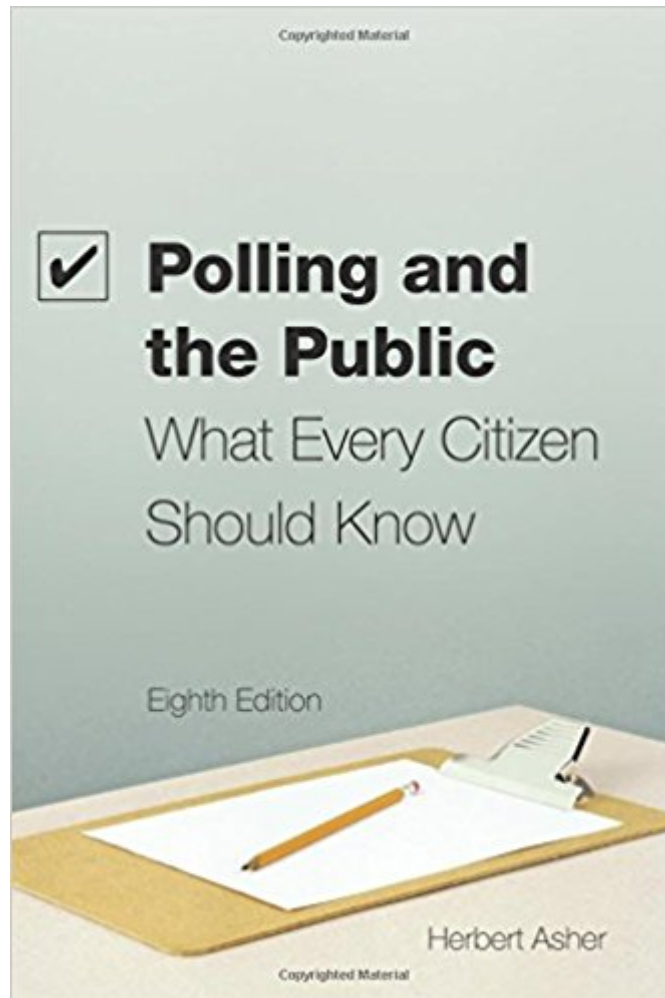




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# Polling And The Public: What Every Citizen Should Know, 8th Edition



## Synopsis

Asher provides a valuable and accessible resource for students and citizens to critically assess and interpret polling results in order to better understand the use (and misuse) of polls for determining public opinion. The latest scholarship and data bring the book fully up to date.

## Book Information

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## Customer Reviews

Herbert Asher is professor emeritus of political science at Ohio State University. He has written numerous articles and books on legislative politics, electoral politics, and political methodology, including *American Labor Unions in the Electoral Arena*, with Eric S. Heberlig, Randall B. Ripley, and Karen Snyder (2001); *Presidential Elections and American Politics*, Fifth Edition (1992); *Theory-Building and Data Analysis in the Social Sciences*, coedited with Herbert F. Weisberg, John H. Kessel, and W. Phillips Shively (1984); and *Causal Modeling*, revised edition (1983).

For a textbook this isn't bad.

Very informative book!

Gives a wonderfully thorough and yet simple introduction to the methods and purposes of the statistics we see a hundred times a day, all while aiding you to discern which of them are legitimate

and which are just dramatic hype.

Bad.

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