

## **DIE BEFRAGUNGSTAKTIK IN DER MARKTFORSCHUNG%0A**

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Die Abh ngigkeit der Befragtenausk nfte von der Sozialsituation des Interviewgespr chs. Stroschein, Dr. Fritz-Reinhard. Pages 69-89

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der Interview-Situation und der Befragungstaktik auf die Validit t der Er gebnisse behandelt. Angesichts der internationalen Verflechtung der Markt forschung ist die von Stroschein im Anhang erarbeitete bersetzung der Ter minologie und jeweiligen Begriffserl uterung in die englische Sprache besonders hervorzuheben. W hrend sich das vorliegende Werk mit den Problemen der

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