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**Título:**

**Autor:**

**Precio:** \$1440.00

**Editorial:**

**Año:** 2003

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9780387406206

Now available in paperback, this book provides a comprehensive account of survey sampling theory and methodology suitable for students and researchers across a variety of disciplines. It shows how statistical modeling is a vital component of the sampling process and in the choice of estimation technique. The first textbook that systematically extends traditional sampling theory with the aid of a modern model assisted outlook. Covers classical topics as well as areas where significant new developments have taken place.