



Finding Out: Personal Adventures in Social Research - Discovering What People Think, Say and Do (Hardback)

By Leo Bogart

Ivan R Dee, Inc, United States, 2003. Hardback. Condition: New. New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. For more than fifty years Leo Bogart has been a name of distinction in the little-understood field of social research. He has spent a long professional career investigating the public's opinions, preferences, and behavior, working in an improbable medley of places and problems. Some of his remarkable studies were done out of personal curiosity (the American reaction to the Holocaust), others on assignment (the public response to the TV quiz scandals). Together they fall under two themes: the clash of cultures and the effects of mass communications. To Finding Out, Mr. Bogart brings not only analytical skills but a storyteller's art. His memoir is interlarded with excerpts from some of his most interesting reports-for Macy's, Standard Oil, Revlon, McCann-Erickson, the Defense Department; but some readers will be more entertained by his accounts of the rich and famous with whom he shared a conference table-Charles Revson, Paul Lazarsfeld, Elmo Roper, Marion Harper, Leo Lowenthal, Emerson Foote, and many others. He has...



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