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# UNDERSTANDING AND ENHANCING THE IMPACT OF CONSUMER CONFIDENCE REPORTS (PAPERBACK)



Iwa Publishing, United Kingdom, 2005. Paperback. Book Condition: New. 277 x 208 mm. Language: English Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The objectives of this research were to evaluate the effectiveness of Consumer Confidence Reports (CCRs) and to better understand the effect of CCRs on water utility customers. The specific goals were (1) to evaluate whether and how CCRs influence consumer perceptions and (2) to determine what attributes of CCRs most influence consumers? perceptions. Following a review of what...

### Read PDF Understanding and Enhancing the Impact of Consumer Confidence Reports (Paperback)

- Authored by J. Lazo, J. Pratt, Charles Herrick
- Released at 2005



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## Reviews

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