This book presents the Theory of Sampling (TOS) for all readers and audiences starting from level zero. The TOS is presented in a novel didactic framework without excessive background mathematics and statistics that often scare newcomers away. The overall objective is to present a unifying conceptual framework within which all the TOS’ principles, unit operations and sampling error management rules can be understood in the easiest manner possible. This book will make the reader able to start sampling in an effective manner right away, but is also intended to inspire to further skills building and self-study. It contains a wealth of key references.

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