



The handbook for focus group research, Thomas L. Greenbaum, Sage Publications, 1998, 0761912533, 9780761912538, 262 pages. As one of the most popular tools for gathering information in today's market place, focus groups require understanding of purpose and good grounding in the technique to be effective. Thomas Greenbaum provides the latest information on conducting effective focus groups in this revised edition of The Handbook for Focus Group Research. New chapters discuss the technology revolution and its relevance to focus group research, with particular reference to the strengths and weaknesses of video conferencing and the Internet; the globalization of focus groups and the need to understand the major differences between focus group research in different countries, and how to compare results across national boundaries. Included are the physician and general practitioner focus group - a much sought-after segment for market research in the 1990's by drug companies; and what to do about the persistent weaknesses in the focus group process caused by ineffective management of field services, unacceptable recruiting, lack of thoroughness in rescreening and lack of professionalism in general..

DOWNLOAD <http://bit.ly/l6DArU>

Developing Focus Group Research Politics, Theory and Practice, Jenny Kitzinger, Rosaline Barbour, Feb 22, 1999, Reference, 225 pages. This book critically examines the potential of, and suggests ways forward in, harnessing a versatile and powerful method of research - focus groups. The book challenges some of

The practical handbook and guide to focus group research , Thomas L. Greenbaum, 1988, Business & Economics, 191 pages. .

Ethnography A Way of Seeing, Harry F. Wolcott, 2008, Social Science, 338 pages. Harry Wolcott discusses the fundamental nature of ethnographic studies, offering important suggestions on improving and deepening research practices for both novice and expert

Cost-effective marketing research a guide for marketing managers, Eric J. Soares, 1988, Business & Economics, 165 pages. Written especially for marketing professionals who need to conduct research on a budget, this book is a practical, efficient guide to market research methods and practices

Analyzing and Reporting Focus Group Results , , 1998, Medical, 139 pages. Richard Krueger offers a rich and valuable discussion of focus group analysis that is sure to become a major guide in future focus group efforts. Analysis of focus group data

Successful Marketing Research The Complete Guide to Getting and Using Essential Information About Your Customers and Competitors, Edward L. Hester, 1996, Business & Economics, 240 pages. A complete guide to getting and using essential information about customers and competitors. Aimed at both potential and established small business owners, this book details

Focus Groups A Practical Guide for Applied Research, Richard A. Krueger, 2009, Political Science, 219 pages. The Fourth Edition of the bestselling Focus Groups: A Practical Guide for Applied Research offers an easy-to-ready overview of sound focus group practices. Authors Richard A

Social research methods qualitative and quantitative approaches, William Lawrence Neuman, 2006, , 592 pages. Presents a more balanced coverage of qualitative and quantitative methods than any other book on the market, and illustrates how the greatest benefit often comes from combining

Involving Community Members in Focus Groups, Volume 5 , , 1998, Medical, 94 pages. This book is a must for those who want to teach others to conduct focus group interviews, particularly non-researchers in communities. Richard Krueger and Jean King draw upon

Marketing Research Essentials , Carl D. McDaniel, 1998, Marketing research, 462 pages. Written by a highly successful author team with extensive academic and practitioner/managerial background, this text features succinct coverage of marketing research with a

Moderating Focus Groups A Practical Guide for Group Facilitation, Thomas L. Greenbaum, 2000, Business & Economics, 249 pages. Designed specifically for the needs of the focus group moderator, this comprehensive guide covers everything from pre-session participant recruitment to post-session reporting

Marketing research intelligence and management, Jerry E. Drake, Frank I. Millar, 1969, Business & Economics, 631 pages. .

Business Research Methods , Alan Bryman, Emma Bell, 2007, Business & Economics, 786 pages. An adaptation of 'Social Research Methods' by Alan Bryman, this volume provides a comprehensive introduction to the area of business research methods. It gives students an

Developing Questions for Focus Groups , , 1998, Medical, 107 pages. Asking the right questions is critical in focus group interviewing. This book describes a practical process for identifying powerful themes and then offers an easy-to

Focus Groups as Qualitative Research , David L. Morgan, 1997, Medical, 80 pages. The extensively revised edition of the best-selling Focus Groups as Qualitative Research continues to provide an excellent guide for researchers across the disciplines

Moderating Focus Groups , Richard A. Krueger, Jul 24, 1997, Reference, 115 pages. This volume is indispensable for those who want to improve their focus group moderating skills. Based on years of experience in moderating and training others to moderate

Using Focus Groups in Research , Lia Litosseliti, Dec 1, 2003, Education, 104 pages. Focus Groups are often under-used as a valuable tool for research. This practical and extremely well-written guide offers advice on: * planning and organising focus groups

