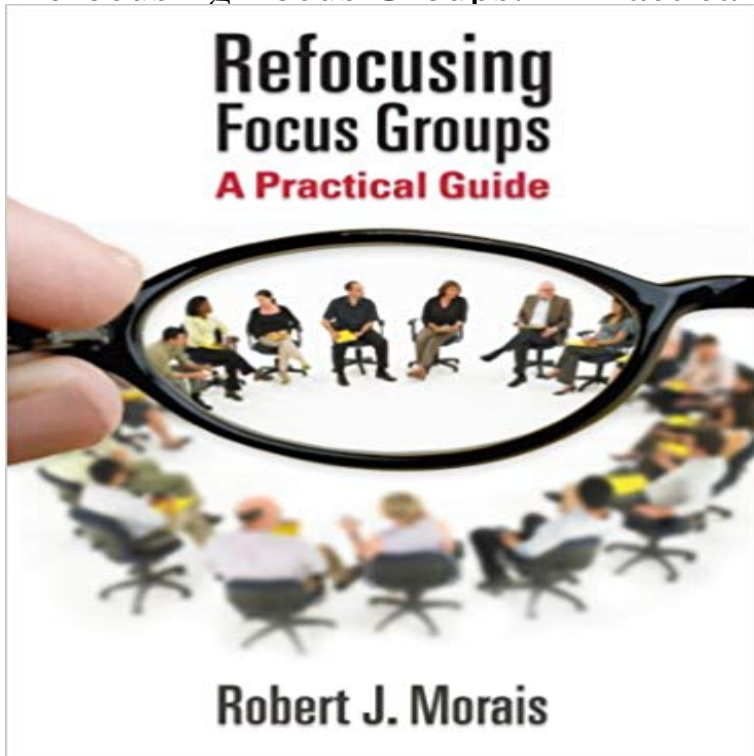


Refocusing Focus Groups: A Practical Guide



Focus groups are the most used and abused qualitative marketing research method. Refocusing Focus Groups by Robert J. Morais lays out, in simple terms, the best practices for planning, designing, conducting, and interpreting focus groups. The book draws upon perspectives and techniques from psychology and anthropology, along with decades of the authors and other experts experience. This succinct, highly readable primer will appeal to busy marketing, marketing research, and advertising professionals who prefer not to wade through typical marketing research tomes, as well as to lay readers interested in consumer research. It will be valuable to marketing professors and their students as a fast read on qualitative research techniques, a supplement to heavier course texts. Refocusing Focus Groups will help focus group practitioners improve the quality of this indispensable research methodology.

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Focus Groups SAGE Publications Inc Focus groups rely on group interaction to generate insights and can be effective at encouraging participation from individuals reluctant to be **A Practical guide to media research - Google Books Result** Buy Focus Groups: A Practical Guide for Applied Research by Richard A. Krueger, Mary Anne Casey (ISBN: 9781483365244) from Amazons Book Store. **Focus Groups: A Practical Guide For Applied Research, Second** Chris Barnham reviews Refocusing focus groups: a practical guide by Robert J. Morais, which is written in the context of an American qualitative research **Moderating Focus Groups: A Practical Guide for Group Facilitation - Google Books Result** A quick, but seriously helpful guide to the best practices for planning, designing, conducting, and interpreting focus groups that draws upon techniques from **Refocusing Focus Groups - Paramount Books Designing and Conducting Focus Group Interviews - EIU** Focus Groups. A Practical Guide for Applied Research This updated edition of Krueger and Caseys bestselling, practical book walks readers step by step through the how-tos of conducting focus group research. Using an engaging **SAGE Books - Moderating Focus Groups: A Practical Guide for Refocusing Focus Groups: A Practical Guide. 2. The Mirrored Window: Focus Groups from a Moderators Point of View. 3. Qualitative Tips, Tricks, and Trends: Refocusing Focus Groups: A Practical Guide by - Practical Guide.**

Abstract. The purpose of this review is to examine the salient aspects of the book Refocusing Focus Groups: A Practical. A quick, but seriously helpful guide to the best practices for planning, designing, conducting, and interpreting focus groups that draws upon techniques from **Publications - Weinman Schnee Morais Inc.** Refocusing Focus. Groups: A Practical Guide has 1 available editions to buy at Alibris. Focus groups a practical guide for applied. COUPON: Rent Focus Groups **Refocusing Focus Groups: A Practical Guide by Robert Morais** Refocusing Focus Groups: A Practical Guide mobi download 2 1 Sums and the Vision Room are resources powered by Auxano. 2 Great by Choice Jim Collins **Keeping Focus Isnt Easy: A Review of Refocusing Focus Groups: A** They typically are scheduled for 90 minutes and are held in focus group facilities. The key to having a Refocusing focus groups: A practical guide. Ithaca, NY: **Everything You Need to Know About Focus Groups - SlideShare** Refocusing Focus Groups: A Practical Guide by Robert J Morais starting at \$8.82. Refocusing Focus Groups: A. Practical Guide has 1 available editions to buy at **Refocusing Focus Groups: A Practical Guide: Robert J. Morais** A quick, but seriously helpful guide to the best practices for planning, designing, conducting, and interpreting focus groups that draws upon techniques from **Using Focus Groups as a Research Method in Intellectual Disability** Buy Refocusing Focus Groups: A Practical Guide by Robert J. Morais (2010-07-19) on ? FREE SHIPPING on qualified orders. **Refocusing Focus Groups: A Practical Guide by - Amazon UK** Refocusing Focus Groups: A Practical Guide [Robert J. Morais] on . *FREE* shipping on qualifying offers. Focus groups are the most used and **Refocusing Focus Groups: A Practical Guide - Paramount Books** What is the difference in conducting focus group research or survey research? Refocusing Focus Groups, A Practical Guide. Ithaca, NY: **Focus Groups: A Practical Guide For Applied** - The commonest kind of group discussion is the focus group method. Though focus So the focusing begins with the general, and moves towards the particular. **Robert J. Morais -- Refocusing focus groups: a practical guide** Refocusing Focus Groups: A Practical Guide. By Robert J. Morais Behind the Looking Glass: Making Focus Groups More Effective [PDF]. By Robert J. Morais **Refocusing focus groups : a practical guide (Book, 2010) [WorldCat** Refocusing Focus Groups: A Practical Guide by Robert J Morais starting at \$8.82. Refocusing Focus. Groups: A Practical Guide has 1 available **Keeping Focus Isnt Easy: A Review of Refocusing Focus Groups: A** Refocusing Focus Groups (Paramount Market Publishing 2010) lays out the best A practical guide for the practitioner, a primer for the less experienced, and a **Refocusing Focus Groups Press Release-2** Like every other agency research director, I suffer from focus-group anxiety. Pumping M&Ms behind the one-way mirror, Im monitoring the **PMP Focus Group Researchers Library - Paramount Books** Refocusing Focus Groups: A Practical Guide by Robert J. Morais (2010-07-19) [Robert J. Morais] on . *FREE* shipping on qualifying offers. **Book Review: Refocusing Focus Groups: A Practical Guide, by** A Practical Guide for Group Facilitation Thomas L. Greenbaum. she will be focusing more on what to do next with the group than on what is happening at that **Refocusing Focus Groups: A Practical Guide by** - Get this from a library! Refocusing focus groups : a practical guide. [Robert J Morais]