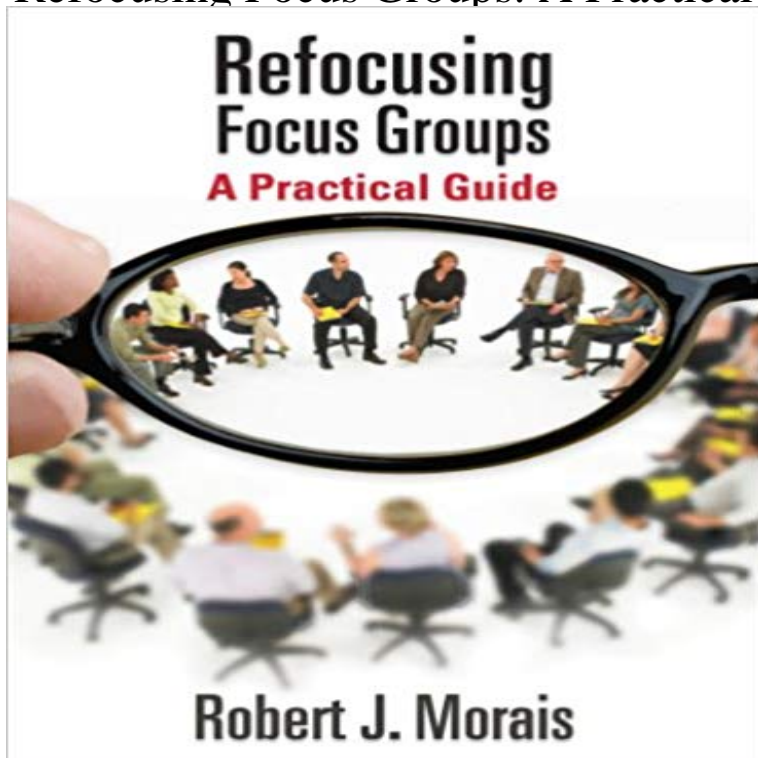


Refocusing Focus Groups: A Practical Guide



A quick, but seriously helpful guide to the best practices for planning, designing, conducting, and interpreting focus groups that draws upon techniques from psychology and anthropology. 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. This book draws upon perspectives and techniques from psychology and anthropology, along with decades of the authors and other experts experience. Refocusing Focus Groups will appeal to busy marketing, marketing research, and advertising professionals, students, and to anyone interested in consumer research.

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