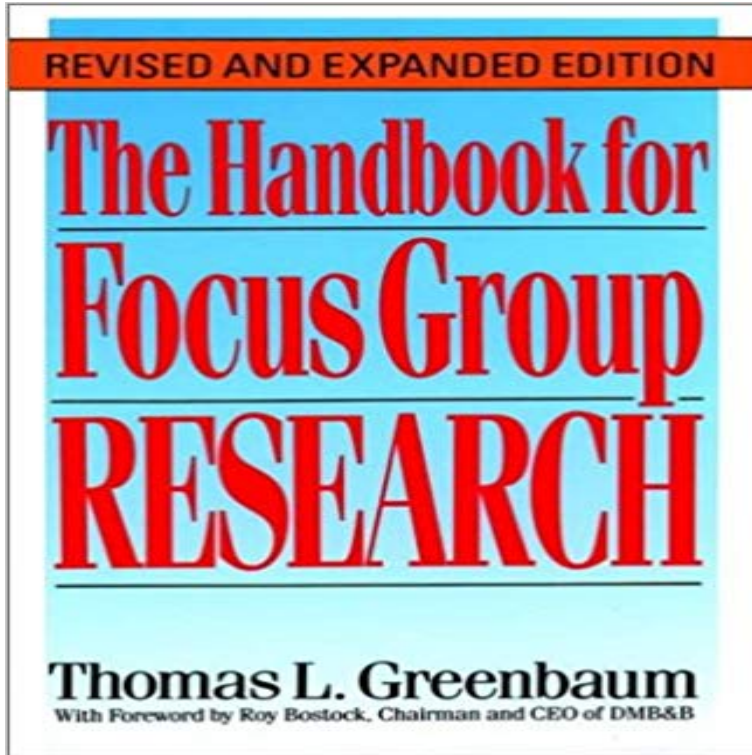


# The Practical Handbook and Guide to Focus Group Research, Second Edition



In 1992, more than 125,000 focus groups--randomly selected individuals, led by a moderator, whose discussion of a particular product provides market data for the manufacturer--will be held in the U.S. Greenbaum, who has worked with focus groups for over 20 years, here shares the latest information on conducting them effectively.

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