

Greenbaum

The Handbook for Focus Group Research

As one of the most popular tools for gathering information in today's marketplace, focus groups require understanding of purpose and good grounding in the technique to be effective. In *The Handbook for Focus Group Research, Second Edition*, Thomas L. Greenbaum provides the latest information on conducting effective focus groups. New chapters in this 1997 edition discuss the technology revolution, globalization of focus groups, physician focus groups, and the effective management of field services and recruiting. With more than 20 years of experience in focus group research, Tom Greenbaum shows the reader in this essential guide how to maximize the effectiveness of focus groups in thorough discussions of moderators and their techniques, escalating costs, facilities, and careers. This book is essential for professionals and scholars interested in marketing and marketing research.



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