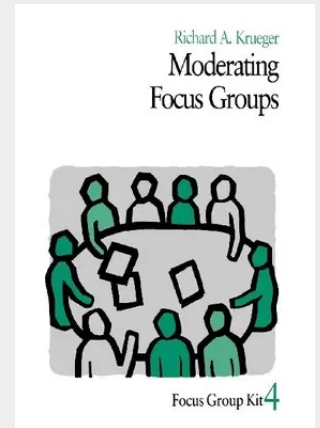


Moderating Focus Groups

Moderating Focus Groups 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, Richard A. Krueger offers scores of tips and sound advice on how to become a master in leading focus groups. The book is an easy-to-read overview of critical skills needed by moderators, the various approaches that successful moderators use, and strategies for handling difficult situations. Rookie moderators will find this book is an invaluable guide, and veteran moderators will discover tips and strategies for honing their skills.

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*Lieferfrist: bis zu 10 Tage***Artikelnummer:** 9780761908210**Medium:** Buch**ISBN:** 978-0-7619-0821-0**Verlag:** Sage Publications**Erscheinungstermin:** 24.07.1997**Sprache(n):** Englisch**Auflage:** 1. Auflage 1997**Serie:** Focus Group Kit**Produktform:** Kartoniert**Gewicht:** 271 g**Seiten:** 136**Format (B x H):** 178 x 254 mm