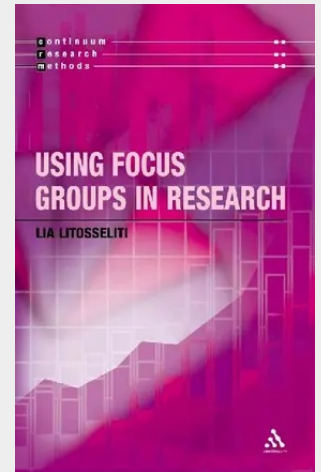


Using Focus Groups in Research

Focus Groups are often under-used as a valuable tool for research. This practical and extremely well-written guide offers advice on: * planning and organising focus groups * what types of questions to use* the limitations and advantages of using these groups as research methods* collecting the data at group sessions* how to analyse the data produced

Focus Groups are often under-used as a valuable tool for research. This practical and extremely well-written guide offers advice on: * planning and organising focus groups * what types of questions to use* the limitations and advantages of using these groups as research methods* collecting the data at group sessions* how to analyse the data produced



47,90 €

47,90 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780826464729

Medium: Buch

ISBN: 978-0-8264-6472-9

Verlag: Continuum-3PL

Erscheinungstermin: 01.12.2003

Sprache(n): Englisch

Auflage: Erscheinungsjahr 2003

Serie: Continuum Research Methods

Produktform: Kartoniert

Gewicht: 155 g

Seiten: 112

Format (B x H): 140 x 216 mm

