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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

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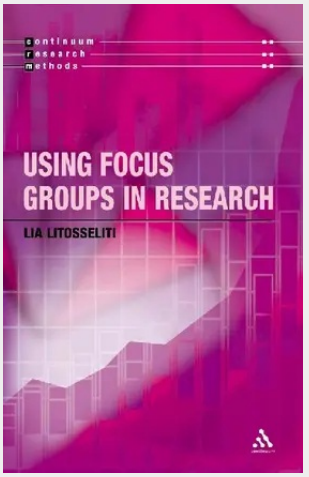

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