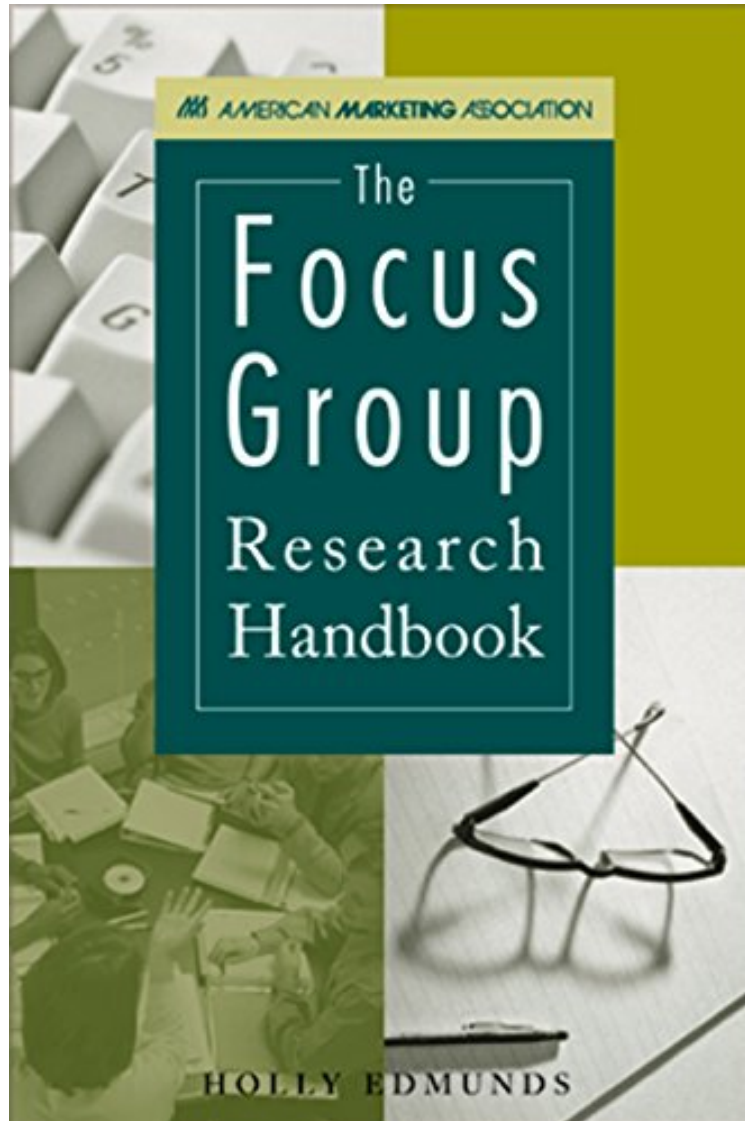


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The Focus Group Research Handbook

Holly Edmunds

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Holly Edmunds : The Focus Group Research Handbook before purchasing it in order to gage whether or not it would be worth my time, and all praised The Focus Group Research Handbook:

1 of 1 people found the following review helpful. Where's the beef?By Daniel GinenskyI purchased this book in the digital version, being too impatient to wait for delivery. I soon found that supreme patience was required to ferret out the information I was looking for.First the good news: the (e)book is thorough and structured. A lot of valuable details are brought to focus. If you are seeking information on the mechanics of organizing and running a focus group, I think this would be a good start.However, I also want to know how to collect data from a Focus Group, and how to interpret the data. This it turns out is a research project in and of itself, since this information is scattered in various chapters,

and the formal discussion only begins on page 87. I eventually found the information I was looking for, although the level of detail was a bit thin. I just find it fascinating that a book intended to serve the advertising industry has its punchline on page 87. 0 of 0 people found the following review helpful. Super useful book. By Dr. David Arelette I have purchased three copies of this over the years - two have been loaned and never returned as this is a great end to end How To book - everything is in there right down to setting the table for group sessions. 0 of 0 people found the following review helpful. Five Stars By Andres Elutchanzgood

The Focus Group Research Handbook is a comprehensive guide to contracting with a market research vendor to create a customized focus group study for your business or organization. Author Holly Edmunds thoroughly explains and simplifies the methodology of focus group studies, and comprehensively outlines the steps you'll need to follow to implement and then analyze focus group research. From designing research vendor questionnaires, to selecting an effective moderator, from analyzing results to turning those results into workplace gains, this book will provide you with all the tools and tips you'll need to simplify the focus group process.

From the Back Cover The Focus Group Research Handbook is a comprehensive guide to contracting with a market research vendor to create a customized focus group study for your business or organization. Author Holly Edmunds thoroughly explains and simplifies the methodology of focus group studies, and comprehensively outlines the steps you'll need to follow to implement and then analyze focus group research. From designing research vendor questionnaires, to selecting an effective moderator, from analyzing results to turning those results into workplace gains, this book will provide you with all the tools and tips you'll need to simplify the focus group process. Other helpful features include: Guidelines for customizing and conducting focus group studies A comprehensive glossary of relevant terms A variety of sample forms and detailed checklists Multiple appendixes of sample studies and comprehensive executive summaries of the results Whether you're a project manager, a sales or marketing professional, a business owner, or a professional moderator, you're sure to benefit from the practical and insightful information provided in The Focus Group Research Handbook. About the Author McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide