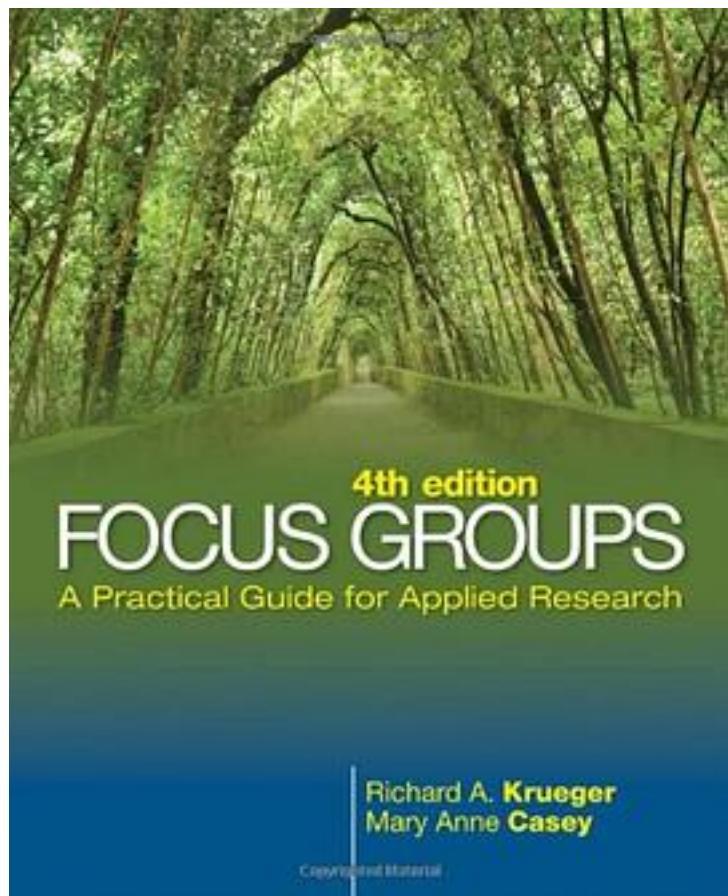


Focus Groups



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著者:Richard A. Krueger

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Editorial Reviews

Review

"Richard Krueger and Mary Anne Casey have prepared a detailed, step-by-step roadmap of how to design, prepare for, implement, analyze, and report on focus groups. They give detailed discussions of issues to consider, tips, and warnings to help prepare for the expected and unexpected. The book informs the novice focus group user and provides insight for the seasoned focus group practitioner."

(Judith Berkowitz)

"This book is packed with sound advice and detailed approaches, making this method a success. . . . If you are even thinking about doing any kind of group interview, this is the place to start."

(Nursing Times)

"We want people to listen to us. . . . Focus group interviewing is about listening. It is about paying attention. . . . being nonjudgmental. . . . When used appropriately, the process improves listening and the results can be used to benefit people who shared the information. And people go away feeling good about having been heard."

(Richard A. Krueger & Mary Anne Casey From Preface) --This text refers to an out of print or unavailable edition of this title.

Product Description

The Fourth Edition of the bestselling Focus Groups: A Practical Guide for Applied Research offers an easy-to-ready overview of sound focus group practices. Authors Richard A. Krueger & Mary Anne Casey describe how one can set up and conduct quality and effective focus group interviews. The process depicted is unbiased, non-judgmental and is respectful of all views. It is a deliberate and systematic way of listening that is helpful to public and private organizations as they listen to stakeholders, customers, and employees. This book cuts through the theory and gives hand-on advice to those who are seeking to actually conduct a focus group. It is most helpful for conducting focus groups for research or evaluation with public, non-profit, educational, health, human service, and religious organizations.

作者介绍:

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