

focus groups a practical guide for applied research

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This updated edition of Krueger and Casey's bestselling, practical book walks readers step by step through the "how-tos" of conducting focus group research.

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Kreuger and Casey's book provided helpful information for conducting focus groups to novice practioners. From room arrangement to recruitment, the guide covered ...

(PDF) Focus groups

Krueger, R.A. (1994) Focus Groups: A Practical Guide for Applied Research. Thousand Oaks: Sage.

Krueger, R.A. (1998) Moderating Focus Groups, Focus Group Kit ...

Focus Groups: A Practical Guide for Applied Research: Amazon.co.uk

by JK Lange · 2002 · Cited by 15 — Focus Groups. A Practical Guide for Applied Research (3rd Edition). Thousand Oaks, CA: Sage Publications, 206 pages, ISBN 0-7619-2070-6 cloth, £ 54.00, ISBN ...

Richard A. Krueger & Mary Anne Casey (2000). Focus ...

Focus groups: a practical guide for applied research /. Richard A. Krueger, University of Minnesota, Professor. Emeritus; Mary Anne Casey, Consultant. - 5th ...

Focus Groups

by RA Krueger · 1988 · Cited by 43106 — The book is organized around three themes. Part I (Chapters 1 and 2) presents a general overview of focus groups that highlights distinctions between this ...

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Retaining its focus on applied research and its step-by-step approach to planning and conducting a successful focus group, this new edition has been expanded to ...

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