



Successful Focus Groups: Advancing the State of the Art (SAGE Focus Editions)

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This is the first book to systematically address the issues, practical wisdom and problems in conducting focus groups. Written by an interdisciplinary group of scholars, this well-integrated collection of articles represents the state-of-the-art in focus group applications. It covers the basic principles of when and how to use focus groups, the applicability of focus group interviews to survey research and other methods, general issues in the use of focus groups, the specific problems of focus groups with different populations or settings and an agenda for future development of the method.

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