



Refocusing Focus Groups: A Practical Guide

Robert J. Morais

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Focus groups are the most used and abused qualitative marketing research method. *Refocusing Focus Groups* by Robert J. Morais lays out, in simple terms, the best practices for planning, designing, conducting, and interpreting focus groups. The book draws upon perspectives and techniques from psychology and anthropology, along with decades of the author's and other experts' experience. This succinct, highly readable primer will appeal to busy marketing, marketing research, and advertising professionals who prefer not to wade through typical marketing research tomes, as well as to lay readers interested in consumer research. It will be valuable to marketing professors and their students as a fast read on qualitative research techniques, a supplement to heavier course texts. *Refocusing Focus Groups* will help focus group practitioners improve the quality of this indispensable research methodology.

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