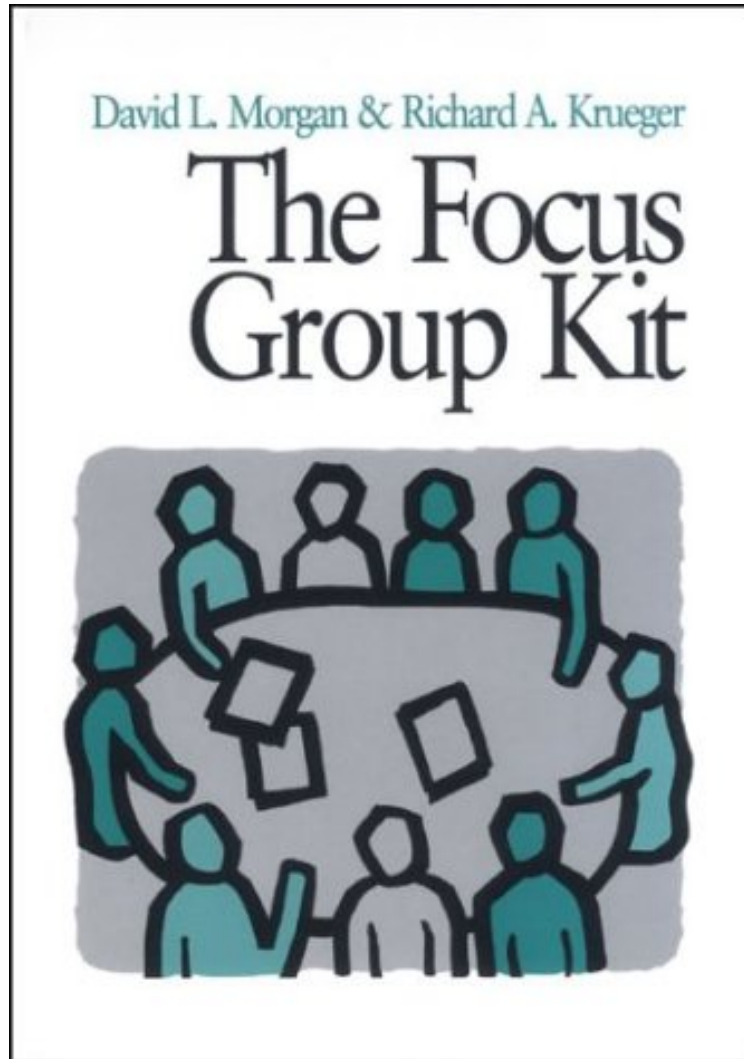


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## The Focus Group Kit: Volumes 1-6

David L. Morgan, Richard A. Krueger

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You have just been asked to run a focus group, but you don't know where to start. How do you get the right mix of people together? How many people should be in your group? What kind of questions should you ask? How do you phrase them? What do you do with the information you've gathered? How do you put it all together in one cohesive report? These are but a few of the issues that are covered in *The Focus Group Kit*. The kit provides you with all you'll need to know to run a successful focus group, from the initial planning stages to asking questions, from moderating to the final analyzing and reporting of your research.