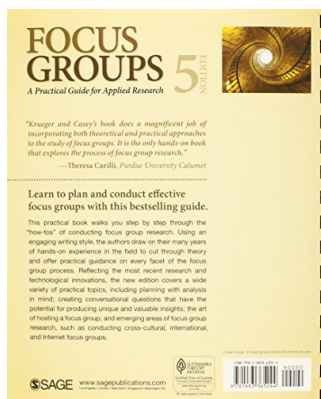


# [PDF] Focus Groups: A Practical Guide For Applied Research

**Richard A. Krueger, Mary Anne Casey - pdf download free book**

---



#### **Books Details:**

Title: Focus Groups: A Practical Gui  
Author: Richard A. Krueger, Mary Ann  
Released:  
Language:  
Pages: 280  
ISBN: 1483365247  
ISBN13: 9781483365244  
ASIN: 1483365247

**[CLICK HERE FOR DOWNLOAD](#)**

---

pdf, mobi, epub, azw, kindle

#### **Description:**

This updated edition of **Focus Groups: A Practical Guide for Applied Research** walks readers step by step through the “how-tos” of conducting focus group research. Using an engaging, straightforward writing style, authors Richard A. Krueger and Mary Anne Casey draw on their many

years of hands-on experience in the field to cut through theory and offer practical guidance on every facet of the focus group process, including tips for avoiding problems and pitfalls. The **Fifth Edition** is updated with the latest research and technological innovations and includes new coverage on planning with analysis in mind; creating conversational questions that have the potential for producing unique and valuable insights; the art of hosting a focus group; common sense thinking about reporting; more efficient strategies for planning the study; and emerging areas of focus group research, such as conducting cross-cultural, international, and Internet focus groups.

“Krueger and Casey’s book does a magnificent job of incorporating both theoretical and practical approaches to the study of focus groups. It is the only hands-on book which explores the process of focus group research.”

?

—Theresa

**Carilli**, *Purdue University Calumet*

---

- Title: Focus Groups: A Practical Guide for Applied Research
  - Author: Richard A. Krueger, Mary Anne Casey
  - Released:
  - Language:
  - Pages: 280
  - ISBN: 1483365247
  - ISBN13: 9781483365244
  - ASIN: 1483365247
-