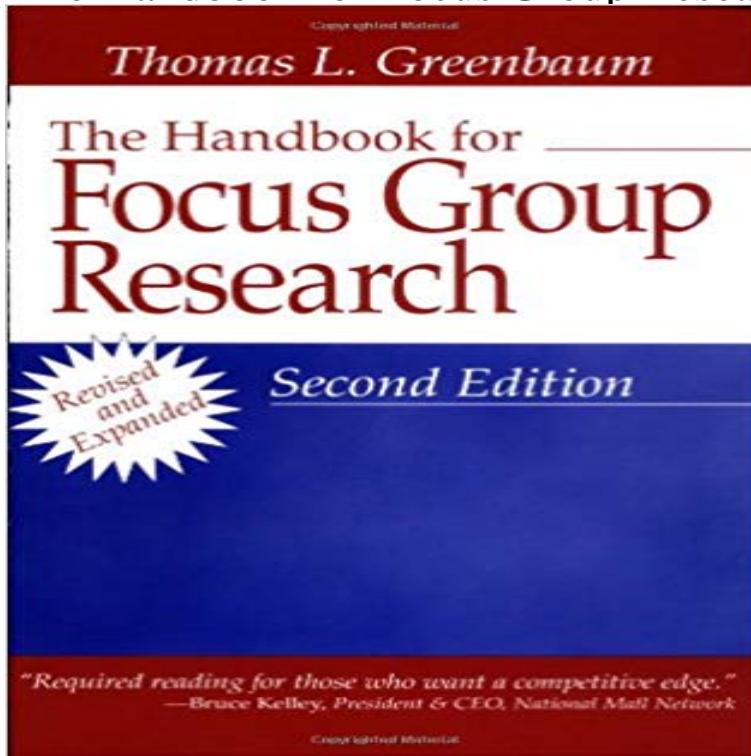


The Handbook for Focus Group Research



As one of the most popular tools for gathering information in today's market place, focus groups require understanding of purpose and good grounding in the technique to be effective. Thomas Greenbaum provides the latest information on conducting effective focus groups in this revised edition of *The Handbook for Focus Group Research*. New chapters discuss the technology revolution and its relevance to focus group research, with particular reference to the strengths and weaknesses of video conferencing and the Internet; the globalization of focus groups and the need to understand the major differences between focus group research in different countries, and how to compare results across national boundaries. Included are the physician and general practitioner focus group—a much sought-after segment for market research in the 1990s by drug companies; and what to do about the persistent weaknesses in the focus group process caused by ineffective management of field services, unacceptable recruiting, lack of thoroughness in rescreening and lack of professionalism in general.

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