

# The Focus Group: A Strategic Guide To Organizing, Conducting And Analyzing The Focus Group Interview By Jane Farley Templeton

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THE BIG PICTURE. Focus Groups have been around in the business world for years. They are typically comprised of anywhere from 5-15 people people who are NOT

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A focus group is a form of qualitative research in which a group of people are asked about their perceptions, opinions, beliefs, and attitudes towards a product

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a resistant subject when actually conducting the interview. Templeton JF. Focus Group: A Strategic Guide to Organizing Conducting and Analyzing the Focus

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