



Moderating Focus Groups (Focus Group Kit)

Richard A. Krueger

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This volume is indispensable for those who want to improve their focus group moderating skills. Based on years of experience in moderating and training others to moderate, Richard Krueger offers tips and sound advice on how to gain expertise in leading focus groups. The book is an easy-to-read overview of critical skills needed by moderators, the various approaches that successful moderators use and strategies for handling difficult situations. Beginners will find an invaluable guide and the more experienced will discover tips and strategies for honing their skills.

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