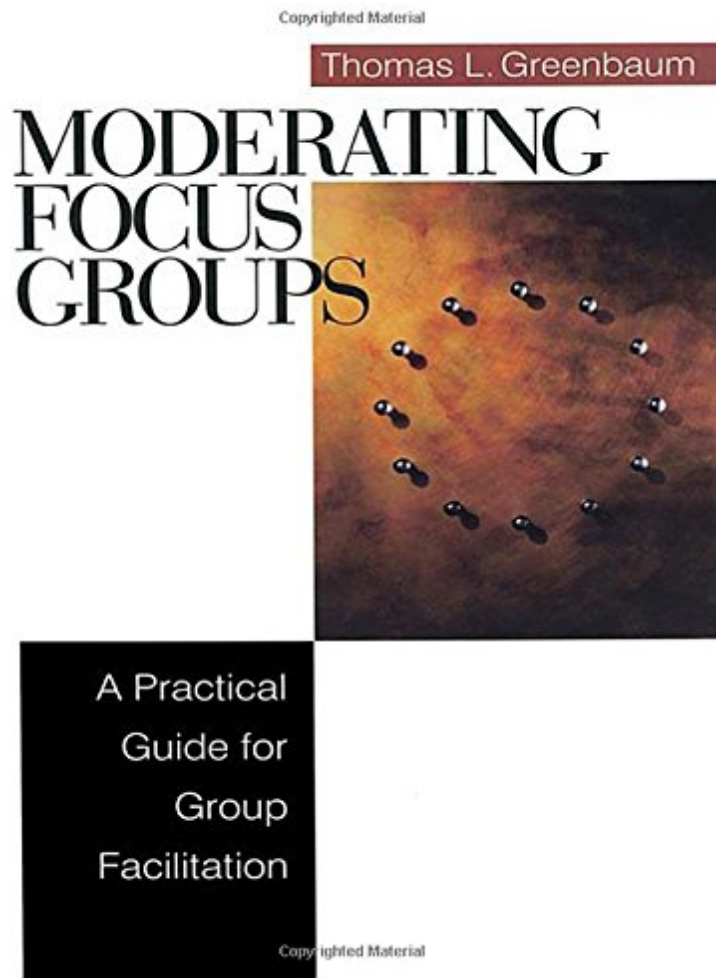


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Moderating Focus Groups: A Practical Guide for Group Facilitation

Thomas L. Greenbaum

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Thomas L. Greenbaum : Moderating Focus Groups: A Practical Guide for Group Facilitation before purchasing it in order to gage whether or not it would be worth my time, and all praised Moderating Focus Groups: A Practical Guide for Group Facilitation:

0 of 0 people found the following review helpful. Good for MarketingBy AKBHaving studied adult ed (with small groups) and marketing (for business) I was looking for something for an ethnographic research project... this was more useful for the former two, but less so for the latter.Nevertheless, very well put together and easy to follow, Greenbaum is a master at this sort of group work. This was quite enjoyable to read with the other hats on and explained a lot of my experience over the years.Still happy to have this on my shelf.0 of 0 people found the following review helpful. Five StarsBy nicole89great college book

Designed specifically for the needs of the focus group moderator, this comprehensive guide covers everything from pre-session participant recruitment to post-session reporting. In addition, the author includes a wealth of advanced and new techniques, such as those for managing group dynamics, energizing a tired group, projective techniques, personality association and position fixing. Extremely practical and well-written, the book includes chapter summaries and a helpful glossary.

" Thomas L. Greenbaum eats and breathes focus groups. If you want a definitive look at this research technique, you need either to live with the guru for a year or read his books." "Thomas L. Greenbaum eats and breathes focus groups. If you want a definitive look at this research technique, you need either to live with the guru for a year or read his books." -- Dave Quincy"Thomas L. Greenbaum eats and breathes focus groups. If you want a definitive look at this research technique, you need either to live with the guru for a year or read his books." --Dave Quincy"Thomas L. Greenbaum eats and breathes focus groups. If you want a definitive look at this research technique, you need either to live with the guru for a year or read his books." --Dave Quincy-Thomas L. Greenbaum eats and breathes focus groups. If you want a definitive look at this research technique, you need either to live with the guru for a year or read his books.- --Dave Quincy "Thomas L. Greenbaum eats and breathes focus groups. If you want a definitive look at this research technique, you need either to live with the guru for a year or read his books." (Dave Quincy)About the AuthorTom Greenbaum is a veteran focus group professional who has moderated over 3000 groups in a wide variety of product and service areas. His background is consumer products marketing, but more than half the work he has done in focus groups has been in non consumer product areas such as medical, financial and industrial businesses. He began his career at Procter Gamble in the Paper Products Division. Then he worked for Church Dwight (Arm Hammer) before entering the marketing and sales consulting business in 1973. He has spent more than 40 years working for clients in a variety of marketing research, strategic marketing, sales and promotion areas. He is a graduate of Lafayette College and has an MBA from Columbia University. Tom was an adjunct professor of Marketing at the Stern Graduate School of Business for four years teaching classes in qualitative research.