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Von Richard A. Krueger

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Richard A. Krueger Moderating Focus Groups



Focus Group Kit⁴

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Von Richard A. Krueger : Moderating Focus Groups (Focus Group Kit) before purchasing it in order to gage whether or not it would be worth my time, and all praised Moderating Focus Groups (Focus Group Kit):

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. "DAS" Moderationshandbuch fr FocusgruppenVon Anna-Lillifee"Moderating Focus Groups" ist fr mich die Bibel unter den Lehrbchern zu Gruppendiskussionen. Herrlich unddeutsch ist es weit entfernt vom verwissenschaftlichten Ton hiesiger "Anleitungen", die oft auch das eigene Dogma mit verkaufen. Ein Praxisratgeber, der den Anfnger, wie den erfahrenen Moderator mit Tipps und Kniffen fr effiziente Moderationen versorgt. Ich habe es ausprobiert und arbeite seit 10 Jahren immer wieder damit. Auch das Englisch ist gut zu lesen und einfach. Sehr empfehlenswert!!

Kurzbeschreibung 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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Synopsis Volume 4 of this series is indispensable for all wishing to improve their focus group moderating skills. This book provides an overview of critical skills needed by moderators, the skills moderators use, strategies for handling difficult situations. '