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Descrizione fisica	1 online resource (129 p.)
Collana	Focus group kit ; ; v. 3
Disciplina	001.43
Soggetti	Focus groups Electronic books.
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Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	part I. Thinking about questions -- part II. The art and mechanics of asking good questions -- part III. Questions that engage participants.
Sommario/riassunto	Volume 3 of this series describes a practical process for identifying powerful themes, & offers a clear strategy for translating these themes into questions. It also makes the process of developing good questions a practical proposition.