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Collana	Focus group kit ; ; v. 6
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Soggetti	Focus groups Electronic books.
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	part I. The foundation -- part II. Doing analysis -- part III. Sharing results.
Sommario/riassunto	This final volume of the Focus Group Kit offers an overview of important principles guiding focus group research, a systematic and verifiable analysis strategy, and multiple approaches and strategies for analysis.