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Altri autori (Persone)	DimitriadisGreg <1969->
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Focus groups: a brief and incomplete history -- Multiple, interrelated functions of focus group work -- Key affordances of focus group research -- Fundamental elements of effective focus group research practice -- Contemporary dilemmas and horizons of focus group research -- Epilogue.
Sommario/riassunto	This title provides a conceptual and practical introduction to focus groups. In the book, focus groups are systematically explored; not as an extension or elaboration of interview work alone, but as its own specific research method with its own particular affordances.