



Focus Groups: A Practical Guide for Applied Research

Richard A. Krueger, Mary Anne Casey

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This updated edition of **Focus Groups: A Practical Guide for Applied Research** walks readers step by step through the “how-tos” of conducting focus group research. Using an engaging, straightforward writing style, authors Richard A. Krueger and Mary Anne Casey draw on their many years of hands-on experience in the field to cut through theory and offer practical guidance on every facet of the focus group process, including tips for avoiding problems and pitfalls. The **Fifth Edition** is updated with the latest research and technological innovations and includes new coverage on planning with analysis in mind; creating conversational questions that have the potential for producing unique and valuable insights; the art of hosting a focus group; common sense thinking about reporting; more efficient strategies for planning the study; and emerging areas of focus group research, such as conducting cross-cultural, international, and Internet focus groups.

“Krueger and Casey’s book does a magnificent job of incorporating both theoretical and practical approaches to the study of focus groups. It is the only hands-on book which explores the process of focus group research.”

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