

Focus Groups: Supporting Effective Product Development By Joe Langford;Deana McDonagh



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Customer Support. Americas +1 212 318 2000. Focus groups gather people to talk about their to get a sense of how others perceive your product or service,

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Articles - asking effective focus group questions

This article discusses asking effective focus group as they relate to devising effective questions for focus groups: of origin of products in a

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Dr. Deana McDonagh is an Associate Professor product development, 2003, Langford, J.; McDonagh, In Focus groups: supporting effective product

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View Deana McDonagh's business profile Her principle areas of research are focus group and user evaluation throughout the product development

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