

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



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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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Supporting Effective Product Development' edited by Joe Langford and Deana McDonagh of Wendy has also carried out focus groups in the USA and directed

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Deana mcdonagh (author of design and emotion)

Deana McDonagh is the author of Design and 0 reviews, published 2000), Focus Groups (4.00 avg rating, 1 rating, 0 re register; Groups; Creative Writing

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Deana McDonagh M.Sc., (Focus Groups Supporting Effective Product Development and Joseph Squier is a professor at the University of Illinois who holds an

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