



Advanced Focus Group Research

By Edward F. Fern

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Specifically written for researchers and students with a fundamental knowledge of focus group research, the book gives numerous examples of what researchers should and should not do in designing their own research projects. In addition, it critically examines the limits of focus groups and suggests how to use focus groups for nontraditional research tasks.

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Editorial Review

About the Author

A faculty member of Virginia Tech since 1981, Fern made significant contributions in research on focus group methods in marketing research, professional selling, and channels of distribution. His books and other academic publications number more than 30. He provided numerous services to the profession and the business community, serving as a reviewer for journals and participating in academic and business conferences. He has been recognized with the Pamplin College of Business Ph.D. Teaching Excellence Award. Fern received his bachelor's degree, M.B.A., and Ph.D. from Ohio State University.

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