

Focus Groups: Theory and Practice (Applied Social Research Methods)


By David W. Stewart, Prem N. Shamdasani



Focus Groups: Theory and Practice (Applied Social Research Methods) By David W. Stewart, Prem N. Shamdasani

Stressing the unique interaction of the moderator and group as well as the mechanics of designing, conducting and interpreting the outcome of focus groups, this book provides a systematic treatment of focus group interviews within the context of social science research and theory. It also brings together the substantial literature on group processes and the analysis of qualitative data.

 [Download Focus Groups: Theory and Practice \(Applied Social ...pdf](#)

 [Read Online Focus Groups: Theory and Practice \(Applied Socia ...pdf](#)

Focus Groups: Theory and Practice (Applied Social Research Methods)

By David W. Stewart, Prem N. Shamdasani

Focus Groups: Theory and Practice (Applied Social Research Methods) By David W. Stewart, Prem N. Shamdasani

Stressing the unique interaction of the moderator and group as well as the mechanics of designing, conducting and interpreting the outcome of focus groups, this book provides a systematic treatment of focus group interviews within the context of social science research and theory. It also brings together the substantial literature on group processes and the analysis of qualitative data.

Focus Groups: Theory and Practice (Applied Social Research Methods) By David W. Stewart, Prem N. Shamdasani Bibliography

- Sales Rank: #3142297 in Books
- Published on: 1990-08-01
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .37" w x 5.50" l, .51 pounds
- Binding: Paperback
- 160 pages

 [Download Focus Groups: Theory and Practice \(Applied Social ...pdf](#)

 [Read Online Focus Groups: Theory and Practice \(Applied Socia ...pdf](#)

Download and Read Free Online Focus Groups: Theory and Practice (Applied Social Research Methods) By David W. Stewart, Prem N. Shamdasani

Editorial Review

About the Author

David W. Stewart, Ph.D. is President's Professor of Marketing and Law at Loyola Marymount University and the current editor of the *Journal of Public Policy and Marketing*. Dr. Stewart has previously served as a member of the faculty of the Owen Graduate School of Management at Vanderbilt University, the Marshall School of Business at the University of Southern California, and the University of California, Riverside. In addition to his responsibilities as a faculty member Dr. Stewart has served in a number administrative roles in higher education. He is a past editor of both the *Journal of Marketing* and the *Journal of the Academy of Marketing Science*. He has served on the Board of Governors of the Academy of Marketing Science and as Vice President, Finance and a member of the Board of Directors of the American Marketing Association. He has also served on the Board of the AMA Foundation. He is a past-president of the Academic Council of the American Marketing Association, a past chairman of the Section on Statistics in Marketing of the American Statistical Association, a past president of the Society for Consumer Psychology and a Fellow of both the American Psychological Association and the Association for Psychological Science. He is also a former member and past-chairman of the United States Census Bureau's Advisory Committee of Professional Associations.

Dr. Stewart has authored or co-authored more than 250 publications and eight books. Dr. Stewart's research has examined a wide range of issues including marketing strategy, the analysis of markets, consumer information search and decision making, effectiveness of marketing communications, public policy issues related to marketing and methodological approaches to the collection and analysis of marketing data. His research and commentary are frequently featured in the business and popular press. A native of Baton Rouge, Louisiana, Professor Stewart received his B. A. from the Northeast Louisiana University (now the University of Louisiana at Monroe) and his M. A. and Ph.D. in psychology from Baylor University.

In 2007, Dr. Stewart was awarded the Elsevier Distinguished Marketing Scholar Award by the Society for Marketing Advances and in 2006, Dr. Stewart was honored by the Academy of Marketing Science with the Cutco/Vector Distinguished Educator Award for lifetime contributions to marketing. In 2005, he received the Omicron Delta Kappa Men of Merit Award from his alma mater, Baylor University. Professor Stewart has also been honored for innovation in teaching by the Decision Sciences Institute and he was a member of a four-person faculty team honored by the U.S. Distance Learning Association for the "Best Distance Learning Program 1996 -- Continuing Education" in 1996. In 1998, he received the American Academy of Advertising Award for Outstanding Contribution to Advertising Research for his long-term contributions to research in advertising. His paper on warning messages was named the best paper published in the *Journal of Public Policy and Marketing* during 1992-94 and, he was recipient of the American Academy of Advertising Award for best paper in the *Journal of Advertising* in 1989. In 1988 he was Marketing Science Institute Visiting Scholar at the General Motors Corporation. He has been included in *Who's Who in America*, *Who's Who of the World*, *Who's Who in American Education*, and *Who's Who in Advertising*.

Professor Stewart's experience includes work as a manager of research for Needham, Harper, and Steers Advertising, Chicago (now DDB) and consulting projects for a wide range of organizations. Among the organizations for which Dr. Stewart has consulted are Hewlett Packard, Agilent Technologies, the Coca-Cola Company, Hughes, NCR, Texas Instruments, IBM, Intel, Cadence Design Systems, Century 21 Real Estate, Samsung, American Home Products, Visa Services, Xerox, the U. S. Census Bureau and the United States Federal Trade Commission, among

others. He has served as an expert witness before the Federal Trade Commission, in United States Federal Court, and in State Courts in cases involving deceptive advertising claims and unfair business practices, in matters related to trademarks and intellectual property, and in anti-trust actions. Professor Stewart has delivered executive education programs throughout the United States and in twenty other nations on four continents.

Prem Shamdasani, Ph.D. is Associate Professor of Marketing; Associate Dean, Executive Education; Academic Director, Asia-Pacific Executive (APEX) MBA Program; Co-Director, Stanford-NUS Executive Program in International Management Program and Director, Advanced Management Program at the NUS Business School, National University of Singapore.

He holds a BBA degree with first class honors from the National University of Singapore, and received his PhD in Marketing from the University of Southern California, Los Angeles. His research and teaching interests include Brand Management, New Product Marketing, Retail Strategy, Relationship Marketing, and Cross-Cultural Consumer Behavior.

He has taught in the Singapore and internationally, and has received numerous commendations and awards for teaching excellence. Aside from teaching graduate and executive MBA courses, Dr Shamdasani is very active in executive development and training and has worked with more than 80 companies globally such as Caterpillar, J&J, L'Oreal, McDonalds, Nokia, Sony, Samsung, IBM, Microsoft, 3M, DuPont, Asahi Glass, Philips, Siemens, Alcatel-Lucent, Singapore Airlines, UPS, AP Moeller Maersk, Roche, Bayer Healthcare, GSK, Deutsche Bank, HSBC, Barclays, Ernst & Young, KPMG, Deloitte, Danone, Nestle, Suntory, Volvo, Ikea, Carrefour, Royal Ahold, NTUC Incheon Int'l Airport, UPS, Wipro, Singapore Tourism Board, UNICEF, USDA, Ministry of Foreign Affairs (Singapore) and Commonwealth Secretariat (UK).

He is also actively involved in focus group research for consumer products companies and social marketing programs. His research publications have appeared in the leading regional and international journals and include the Journal of Consumer Research, European Journal of Marketing, Journal of Advertising Research, Asian Journal of Marketing, Asia Pacific Journal of Management and the Journal of Retailing and Consumer Services.

Users Review

From reader reviews:

Brian Dunlap:

What do you consider book? It is just for students because they're still students or that for all people in the world, the particular best subject for that? Just you can be answered for that question above. Every person has different personality and hobby for each and every other. Don't to be forced someone or something that they don't want do that. You must know how great in addition to important the book Focus Groups: Theory and Practice (Applied Social Research Methods). All type of book would you see on many sources. You can look for the internet resources or other social media.

Jill Davis:

As people who live in the modest era should be upgrade about what going on or information even knowledge to make these individuals keep up with the era and that is always change and advance. Some of you maybe will certainly update themselves by looking at books. It is a good choice to suit your needs but the problems coming to you actually is you don't know which you should start with. This Focus Groups: Theory and Practice (Applied Social Research Methods) is our recommendation so you keep up with the world. Why, because this book serves what you want and need in this era.

Royce Britton:

This Focus Groups: Theory and Practice (Applied Social Research Methods) are usually reliable for you who want to certainly be a successful person, why. The reason why of this Focus Groups: Theory and Practice (Applied Social Research Methods) can be one of the great books you must have is actually giving you more than just simple reading food but feed a person with information that perhaps will shock your earlier knowledge. This book is definitely handy, you can bring it everywhere you go and whenever your conditions in the e-book and printed kinds. Beside that this Focus Groups: Theory and Practice (Applied Social Research Methods) forcing you to have an enormous of experience for example rich vocabulary, giving you trial of critical thinking that we all know it useful in your day pastime. So , let's have it appreciate reading.

Carlos Thornton:

Guide is one of source of expertise. We can add our expertise from it. Not only for students but in addition native or citizen have to have book to know the upgrade information of year to be able to year. As we know those textbooks have many advantages. Beside we all add our knowledge, could also bring us to around the world. By book Focus Groups: Theory and Practice (Applied Social Research Methods) we can get more advantage. Don't someone to be creative people? To become creative person must like to read a book. Only choose the best book that ideal with your aim. Don't become doubt to change your life at this time book Focus Groups: Theory and Practice (Applied Social Research Methods). You can more appealing than now.

Download and Read Online Focus Groups: Theory and Practice (Applied Social Research Methods) By David W. Stewart, Prem N. Shamdasani #KTCAIMH1054

Read Focus Groups: Theory and Practice (Applied Social Research Methods) By David W. Stewart, Prem N. Shamdasani for online ebook

Focus Groups: Theory and Practice (Applied Social Research Methods) By David W. Stewart, Prem N. Shamdasani Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Focus Groups: Theory and Practice (Applied Social Research Methods) By David W. Stewart, Prem N. Shamdasani books to read online.

Online Focus Groups: Theory and Practice (Applied Social Research Methods) By David W. Stewart, Prem N. Shamdasani ebook PDF download

Focus Groups: Theory and Practice (Applied Social Research Methods) By David W. Stewart, Prem N. Shamdasani Doc

Focus Groups: Theory and Practice (Applied Social Research Methods) By David W. Stewart, Prem N. Shamdasani Mobipocket

Focus Groups: Theory and Practice (Applied Social Research Methods) By David W. Stewart, Prem N. Shamdasani EPub