



Refocusing Focus Groups (Paramount Market Publishing 2010) lays out the best practices for designing, conducting, and interpreting focus groups. The book draws upon perspectives and techniques from psychology and anthropology, along with decades of the author's and other experts' experience. **Refocusing Focus Groups** is a succinct, highly readable primer will appeal to marketing, marketing research, and advertising professionals who prefer not to wade through typical marketing research tomes.

Praise for Refocusing Focus Groups

"A practical guide for the practitioner, a primer for the less experienced, and a useful reference for focus group veterans to remind us all how to fully lever the focus group tool. ... a light to illuminate the dark back room and ensure the insights can shine through the shadows of the focus group process." Graham P. Milner, Executive Vice President, Global Innovation, WD-40 Company

"... a valuable gem. It brings high level theory in anthropology and psychology down to basics, translated into practical advice that a range of researchers can follow. The author writes from his extensive experience in marketing and advertising, with the anthropologist peeking through." Timothy de Waal Malefyt, Vice President, Director of Cultural Discoveries, BBDO Worldwide

"...clearly and concisely lays out what should and shouldn't be done... demystifies the focus group and sets it in perspective. Highly readable and very informative. A must read for those who conduct focus groups, but more important for those who commission them and use the results." C. Samuel Craig, Catherine and Peter Kellner Professor, Director, Entertainment Media and Technology Program, and Deputy Chair, Marketing Department, Stern School of Business, New York University

"If we were living during the California Gold Rush, this book would be a desired nugget for the business professional interested in learning about focus groups and *eureka* would form on the lips of the reader...worth its weight in gold." Maryann McCabe, University of Rochester, in the *International Journal of Business Anthropology*

"...a guide to maximizing the potential of focus groups, and how to get real, usable, reliable info out of them...required reading for any business seeking to use one." *Midwest Book Review*

"... an invaluable resource for marketers. For too long, focus groups have proceeded along with no one bothering to break them down the way this expert has. (Morais') insights into what makes a focus group

tick, or 'should' make it tick, are dead-on. This book will provide clients and agencies alike with fresh eyes to view not only their consumers, but also what their products and services are truly offering.” Alan Braunstein, Creative Director, Kaplan Thaler Group

“Thoughtful, funny, but most of all, helpful! In bringing experience and a keen observational eye to focus groups, Morais shows what continues to make face-to-face focus groups powerful tools and what undermines their ability to shed light. This volume is a reminder, candidly penned, of the need to pay attention. Required reading.” Rita Denny and Patricia Sunderland, authors of *Doing Anthropology in Consumer Research*

“At a time when too much is tested in focus groups and not enough learned, (Morais’) training as anthropologist gives rise to many good ideas (and reminders for experienced marketers) about how to gain an understanding of the consumer psyche that drives successful advertising.” Jeff Shaffer, Managing Partner & Co-Founder, Flywheel Accelerated Solutions

“...refreshingly informative without being too preachy or didactic...a must read for anyone involved in qualitative research -- from the client, agency or research fields.” Lisa Blumenstein, Strategic Planning Director, Euro RSCG Worldwide

“... an incisive, practical, and immensely readable account. ...deftly guides us through potential disasters and pitfalls towards successful and useful results. **Refocusing Focus Groups** will without doubt enable practitioners to improve the quality of this indispensable research methodology.” Brian Moeran, Professor of Business Anthropology, Copenhagen Business School

Refocusing Focus Groups received a highly favorable review in the February 2011 issue of *Quirk’s Marketing Research Review*.

Order **Refocusing Focus Groups** from amazon.com or paramountbooks.com