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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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Signs, symbols, and subjectivity: an alternative

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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231 240 Visual product evaluation: exploring users emotional within focus group activities to support a Effective Product Development.

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