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Dr. Deana McDonagh is an Associate Professor product development, 2003, Langford, J.; McDonagh, In Focus groups: supporting effective product

Focus group - wikipedia, the free encyclopedia

A focus group is a form of qualitative research in market acceptance of the product. A focus group is an interview picked to support a

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News Archive; Supporting Effective Product Development (Taylor & Francis, London 2003) edited by Jon Langford and Deana McDonagh.

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