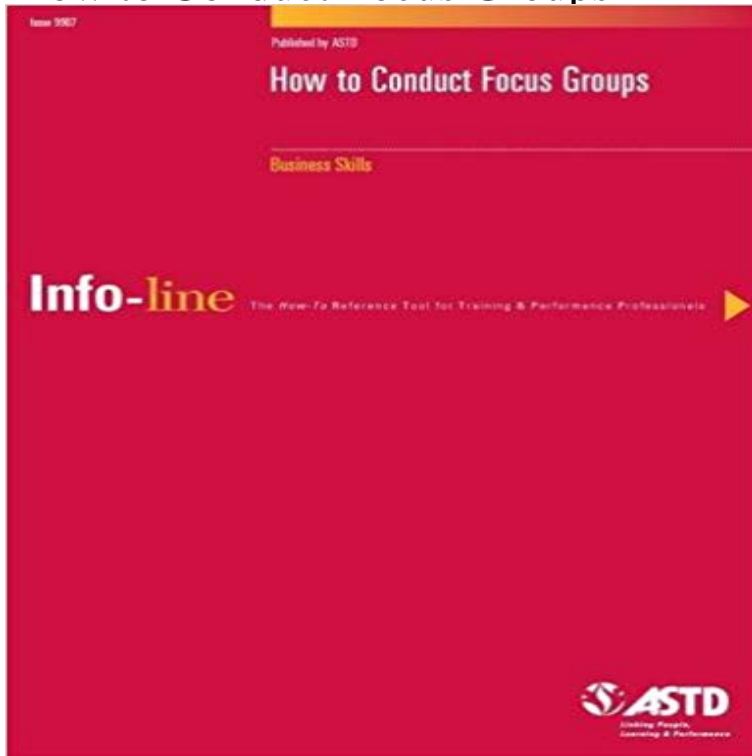


# How to Conduct Focus Groups



Focus groups are extremely effective tools to gather data that aids managers and organization leaders in making critical business decisions. This issue explains how focus groups can be used to identify problems, plan, develop new products, obtain market information, and conduct research. It outlines how to get started with the focus group process, how to recruit participants, and how to facilitate a focus group meeting.

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