

Beyond Listening

*Learning the Secret Language
of Focus Groups*

Bonnie Goebert

WILEY

Beyond Listening Learning The Secret Language Of Focus Groups

Christian G. Meyer



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Beyond Listening Bonnie Goebert, 2002-04-08 Kundenreaktionen sind von gr ter Bedeutung f r alle Marketingprozesse angefangen bei der Werbung bis hin zur Verpackung Deshalb f hren Marketingexperten in Amerika j hrlich f r etwa 1 Milliarde US Dollar ber 150 000 Focus Groups durch um Emotionen Motive und Einstellungen von Kunden und potentiellen Kunden zu einem bestehenden oder geplanten Produktkonzept zu explorieren *Beyond Listening* befasst sich mit der besonderen Bedeutung von Focus Groups Dabei handelt es sich um moderierte Gruppendiskussionen die mit ausgew hlten Kunden und Endverbrauchern gef hrt werden Marketing und Werbeprofis lernen hier wie man Focus Groups einsetzt um detaillierte Einblicke in das Kundenverhalten zu gewinnen konkrete Kundenreaktionen aufzudecken Meinungen und Anregungen zu sammeln um so eine bessere Grundlage f r k nftige Entwicklungsentscheidungen zu gewinnen Mit einer F lle von Fallstudien zu verschiedenen Produkten wie z B Altoids Tropicana Velcro Maxwell House und Federal Express um nur einige zu nennen Die Autoren sind anerkannte Experten auf diesem Gebiet Bonnie Goebert Inhaberin der Bonnie Goebert Company ist eine f hrende Kapazit t auf dem Gebiet der Focus Group Forschung Sie kann auf 30 Jahre Erfahrung mit Fortune 1000 Unternehmen zur ckgreifen die sie in den Bereichen Markenidentit t Produktentwicklung Erweiterung von Produktkategorien und Werbestrategien in nahezu allen Produktkategorien beraten hat Co Autorin Herma Rosenthal ist Chefin des Consultingunternehmens Writing Resource Zu ihrem Kundenstamm geh ren u a The New York Times Discovery Communications und Children s Television Workshop

How Customers Think Gerald Zaltman, 2003 Despite the time and money spent on market research 60% to 80% of new offerings fail

Divining Desire Liza Featherstone, 2018-02-15 Over the course of the last century the focus group has become an increasingly vital part of the way companies and politicians sell their products and policies Few areas of life from salad dressing to health care legislation to our favorite TV shows have been left untouched by the questions put to controlled groups about what they do and don t like *Divining Desire* is the first ever popular survey of this rich topic In a lively sweeping history Liza Featherstone traces the surprising roots of the focus group in early twentieth century European socialism its subsequent use by the Mad Men of Madison Avenue and its widespread deployment today She also explores such famous failures of the method as the doomed launch of the Ford Edsel with its vagina shaped radiator grille and the even more ill fated attempt to introduce a new flavor of Coca Cola which prompted street protests from devotees of the old formula As elites have become increasingly detached from the general public they rely ever more on focus groups whether to win votes or to sell products And in a society where many feel increasingly powerless the focus group has at least offered the illusion that ordinary people will be listened to and that their opinions count Yet it seems the more we are consulted the less power we have That paradox is particularly stark today when everyone can post an opinion on social media our 24 hour focus group yet only plutocrats can shape policy In telling this fascinating story Featherstone raises profound questions about democracy desire and the innermost workings of consumer society

The Handbook of Marketing Research Rajiv Grover,Marco Vriens,2006-06-23 The Handbook of Marketing Research comprehensively explores the approaches for delivering market insights for fact based decision making in a market oriented firm

Embracing the Future: Creative Industries for Environment and Advanced Society 5.0 in a Post-Pandemic Era Rahmiati Aulia,Diani Apsari,Sri Maharani Budi Haswati,Hana Faza Surya Rusyda,Aisyi Syafikarani,Angelina Lionardi,Setiamurti Rahardjo,Ariesa Farida,Wibisono Tegar Guna Putra,Yelly Andriani Barlian,2022-09-19 By delivering the mindful writings from our selected authors this book portrays one big idea a new Human Centered society that balances economics to resolve problems especially in the use of an integrated area in cyberspace physical space and how it impacts the creative industries Through The 8th Bandung Creative Movement scholars from 15 Universities around the Asian and European countries have discussed this issue where Human Centered society became the main consideration in the development Three topics are presented to the readers Firstly Sustainable Cities and Communities explores the sub fields that construct a more sustainable environment for society post pandemic era such as technologies transportation interior design architecture urban planning etc While Art and Design Recontextualization of Nusantara Tradition and Indigenous Culture concerned the novel perspectives on recognizing cultural aspects that shape the face of creative industry from cultural identity visual and performing arts pop culture to language and media The last topic Changes and Dynamics in The Creative Industries reviews the creative approach toward the industry s current trends including marketplace destination branding or digital culture ecosystem This book will enrich the mind of everybody who is an enthusiast of innovative research on creative industries human centered technologies environmental design and excellent society 5 0 post pandemic era

Universal Access in Human-Computer Interaction. Applications and Services Constantine Stephanidis,2011-06-24 The four volume set LNCS 6765 6768 constitutes the refereed proceedings of the 6th International Conference on Universal Access in Human Computer Interaction UAHCI 2011 held as Part of HCI International 2011 in Orlando FL USA in July 2011 jointly with 10 other conferences addressing the latest research and development efforts and highlighting the human aspects of design and use of computing systems The 72 revised papers included in the fourth volume were carefully reviewed and selected from numerous submissions The papers are organized in the following topical sections speech communication and dialogue interacting with documents and images universal access to education and learning well being health and rehabilitation applications and universal access in complex working environments

Asset Assessments and Community Social Work Practice Melvin Delgado,Denise Humm-Delgado,2013-02-07 Needs assessments identify the needs for services answering questions about who needs these services and in what priority Asset assessments focuses on existing resources combing both needs and asset assesments helps find the gaps in these services and is useful to organizations and communities

Crossing Borders in Community Interpreting Carmen Valero Garcés,Anne Martin,2008 At conferences and in the literature on community interpreting there is one burning issue that reappears constantly the interpreter s role What

are the norms by which the facilitators of communication shape their role Is there indeed only one role for the community interpreter or are there several Is community interpreting aimed at facilitating communication empowering individuals by giving them a voice or in wider terms at redressing the power balance in society In this volume scholars and practitioners from different countries address these questions offering a representative sample of ongoing research into community interpreting in the Western world of interest to all who have a stake in this form of interpreting The opening chapter establishes the wider contextual and theoretical framework for the debate It is followed by a section dealing with codes and standards and then moves on to explore the interpreter s role in various different settings courts and police healthcare schools occupational settings and social services

Creating the Viewer Justin Wyatt, 2024-04-23 A study of the largely hidden world of primary media market research and the different methods used to understand how the viewer is pictured in the industry The first book on the intersection between market research and media Creating the Viewer takes a critical look at media companies studies of television viewers the assumptions behind these studies and the images of the viewer that are constructed through them Justin Wyatt examines various types of market research including talent testing pilot testing series maintenance brand studies and new show ideation providing examples from a range of programming including news sitcoms reality shows and dramas He looks at brand studies for networks such as E and examines how the brands of individuals such as showrunner Ryan Murphy can be tested Both an analytical and practical work the book includes sample questionnaires and paths for study moderators and research analysts to follow Drawn from over fifteen years of experience in research departments at various media companies Creating the Viewer looks toward the future of media viewership discussing how the concept of the viewer has changed in the age of streaming how services such as Netflix view market research and how viewers themselves can shift the industry through their media choices behaviors and activities

Kansei/Affective Engineering Mitsuo Nagamachi, 2016-04-19 A guided tour through the each stages of process Kansei Affective Engineering explores how to apply Kansei Affective Engineering It describes the psychological survey and psycho physiological measurement of consumer feelings and the multivariate statistical analysis of this survey data including rough set models Since soft computing technology

This book delves into Beyond Listening Learning The Secret Language Of Focus Groups. Beyond Listening Learning The Secret Language Of Focus Groups is a crucial topic that needs to be grasped by everyone, from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Beyond Listening Learning The Secret Language Of Focus Groups, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:
 - Chapter 1: Introduction to Beyond Listening Learning The Secret Language Of Focus Groups
 - Chapter 2: Essential Elements of Beyond Listening Learning The Secret Language Of Focus Groups
 - Chapter 3: Beyond Listening Learning The Secret Language Of Focus Groups in Everyday Life
 - Chapter 4: Beyond Listening Learning The Secret Language Of Focus Groups in Specific Contexts
 - Chapter 5: Conclusion
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 3. In chapter 2, the author will delve into the foundational concepts of Beyond Listening Learning The Secret Language Of Focus Groups. The second chapter will elucidate the essential principles that must be understood to grasp Beyond Listening Learning The Secret Language Of Focus Groups in its entirety.
 4. In chapter 3, the author will examine the practical applications of Beyond Listening Learning The Secret Language Of Focus Groups in daily life. The third chapter will showcase real-world examples of how Beyond Listening Learning The Secret Language Of Focus Groups can be effectively utilized in everyday scenarios.
 5. In chapter 4, this book will scrutinize the relevance of Beyond Listening Learning The Secret Language Of Focus Groups in specific contexts. This chapter will explore how Beyond Listening Learning The Secret Language Of Focus Groups is applied in specialized fields, such as education, business, and technology.
 6. In chapter 5, the author will draw a conclusion about Beyond Listening Learning The Secret Language Of Focus Groups. The final chapter will summarize the key points that have been discussed throughout the book.
- This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Beyond Listening Learning The Secret Language Of Focus Groups.

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