



Moderating to the Max: A Full-Tilt Guide to Creative Insightful Focus Groups and Depth Interviews

Jean Bystedt

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Moderating to the Max provides you with detailed instructions for more than 20 techniques that will deepen focus group findings and bring life to a fading group. From perceptual mapping to personification, you will never again have to guess whether the technique is the right one for the occasion. This guide will enhance and broaden the work of moderators who already have a good foundation. With myriad examples and illustrations, the book's emphasis is on "play" and how fun exercises can inspire focus group respondents to reveal deeper motivations.

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