

Contents

Preface	iii
Biographical notes	vii
Introduction	x
1 The life history of a qualitative research project	1
2 An historical perspective	15
3 Group discussions	25
4 The dynamics of small groups	37
5 Individual interviews	47
6 Projective tests and enabling techniques for use in market research	58
7 Current developments in qualitative research	76
8 The analysis and interpretation process	85
9 It's not just what you say, it's also the way you present it	100
10 Uses and abuses of qualitative research from a marketing viewpoint	114
Index	125