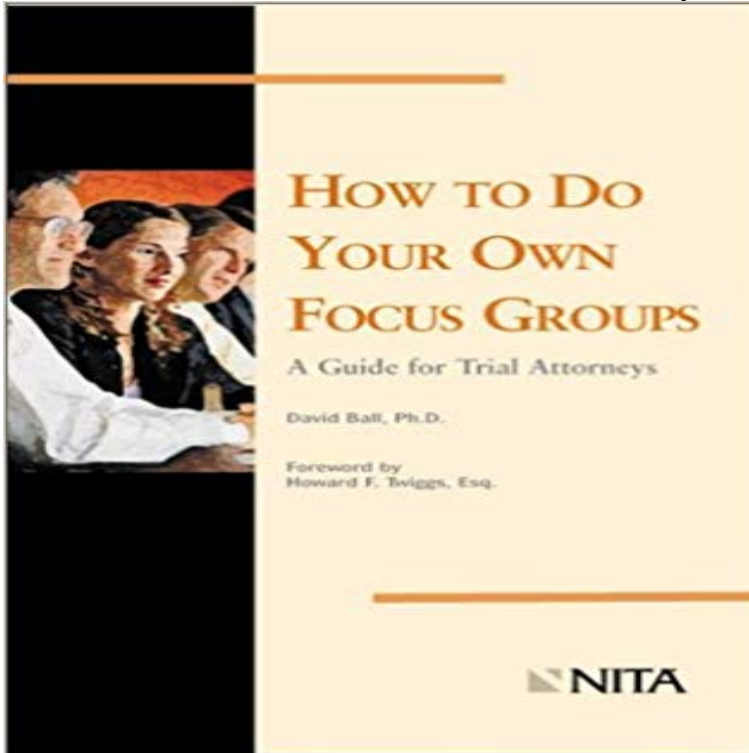


## How to Do Your Own Focus Groups: A Guide for Trial Attorneys



How to Do Your Own Focus Groups, is an easy-to-follow book. Written by leading jury consultant and best-selling trial advocacy author David Ball, it shows you how to organize and direct your own focus group from deciding what kind of focus group best fits your case to selecting the focus-jurors, to analyzing your conclusions. The book is designed so that attorneys can easily start conducting their own focus groups or find trial consultants for hire to run them. The book comes with a CD-ROM that includes sample schedules, letters, forms and questionnaires that you can easily import to your own word processing program and adapt to your focus group.

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will hit home with their own experiences and beliefs. David Ball to release new Focus Groups DVD through Trial Guides How to Do Your Own Focus Groups: A Guide for Trial Attorneys. Front Cover National Institute for Trial Advocacy, 2001 - Focus groups - 166 pages. How to Do Your Own Focus Groups: A Guide for Trial Attorneys PDF - 6 secWatch [Read book] How to Do Your Own Focus Groups: A Guide for Trial Attorneys [PDF] Full How to conduct an online focus - OnlineVerdict.com When I opened my own law firm I bought David Balls book How to Run Your Own Focus litigation, mediation or trial without first running focus groups on the case. However, the approach we now take to conducting Focus Groups is different. Reptile: The Manual of the Plaintiffs Revolution: Don Keenan, David Ball