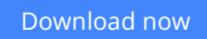


Dominators, Cynics, and Wallflowers: Practical Strategies for Moderating Meaningful Focus Groups

Robert W., Ph.D. Kahle



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Dominators, Cynics, and Wallflowers: Practical Strategies for Moderating Meaningful Focus Groups Robert W., Ph.D. Kahle If you have to run any kind of meeting from the local PTA or church committee to a group of your marketing colleagues, you know these folks: The Dominator, The Dominator, The Follower, The Cynic, The Joker, The Wallflower, The Wallflower,

You need to allow them to talk at your meeting, but unless you can maintain control, they will disrupt your efforts and leave everybody feeling like the meeting was wasted time. If this situation sounds familiar to you, you need Bob Kahle's new field guide to the misbehavers!

Although originally written for focus group moderators, *Dominators, Cynics, and Wallflowers* will help you recognize ten basic bad actors, and give you effective tools to quickly neutralize their hijinks. Improve your success in leading groups, or managing any small group discussion, without resorting to a whip and a chair. *Dominators, Cynics, and Wallflowers* gives you tools to help you **quickly identify the potential problem participants in your group and then know how to respond to their misbehavior**. The book includes several war stories from moderators with years of experience, When you read some of these stories, you may even feel that some of the misbehavers you face aren't so bad.

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Donna Feuerstein:

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