



Ethnography and the Corporate Encounter: Reflections on Research in and of Corporations (Studies in Public and Applied Anthropology)

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Businesses and other organizations are increasingly hiring anthropologists and other ethnographically-oriented social scientists as employees, consultants, and advisors. The nature of such work, as described in this volume, raises crucial questions about potential implications to disciplines of critical inquiry such as anthropology. In addressing these issues, the contributors explore how researchers encounter and engage sites of organizational practice in such roles as suppliers of consumer-insight for product design or marketing, or as advisors on work design or business and organizational strategies. The volume contributes to the emerging canon of corporate ethnography, appealing to practitioners who wish to advance their understanding of the practice of corporate ethnography and providing rich material to those interested in new applications of ethnographic work and the ongoing rethinking of the nature of ethnographic praxis.

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