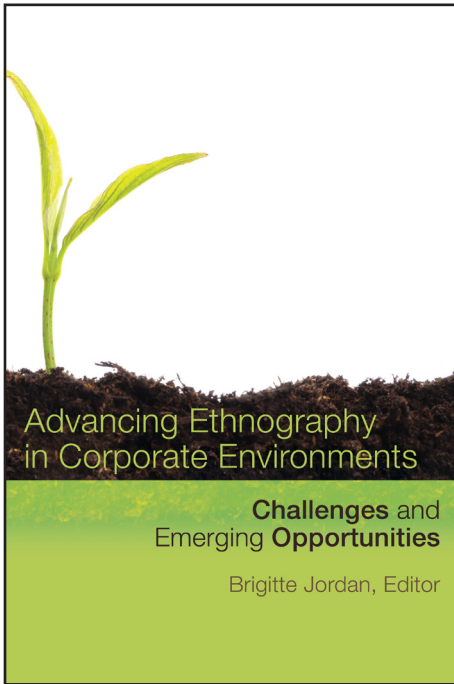


20% OFF discount code L2812



Advancing Ethnography in Corporate Environments

Challenges and Emerging Opportunities

Brigitte Jordan, Editor

"One of the biggest challenges in the social sciences today is how to make sense of the corporate landscape. While companies are not the type of entities that anthropologists have traditionally analyzed, they are playing an increasingly important economic, political and cultural role in the world. This book offers a thought-provoking set of ideas about how to proceed with this crucial ethnographic analysis, and how to place it within a wider interdisciplinary framework. It is an important contribution to the world of business ethnography, not least because it grapples with issues such as the role played by technology and the impact of 'big data' which are so crucial in shaping modern corporate life."

—**GILLIAN TETT**, U.S. Managing Editor, *Financial Times*

"This is an incredibly useful book for grasping the power and nuances of what ethnographic techniques, practices and mindsets can provide the corporate world. This is no ordinary book. By cleverly pairing different points of view on ethnographic methods the authors provide a textured understanding of why ethnography is such an important tool for grappling with today's rapidly evolving world. I highly recommend this book."

—**JOHN SEELY BROWN**, Former Chief Scientist, Xerox Corp;
Former Director of Xerox Palo Alto Research Center (PARC)

"Ethnography has come to be accepted in industry as an important component of corporate research programs. This volume shows us why. It explores a dynamic practice-oriented field shaped by, and drawing on, such varied disciplines as anthropology, information technology, behavioral economics, and design. Of appeal to business leaders, strategists, and managers, as well as traditional academics, this exciting new collection lives business in its day-to-day forms and relations."

—**BRIAN MOERAN**, Professor of Business Anthropology, Copenhagen
Business School; Editor, *Journal of Business Anthropology*

November 2012, 244 pp.
eBook: ISBN 978-1-61132-654-3,
\$29.95 / SALE PRICE: **\$23.96**
Hardback: ISBN 978-1-61132-219-4,
\$94.00 / SALE PRICE: **\$75.20**
Paperback: ISBN 978-1-61132-220-0,
\$29.95 / SALE PRICE: **\$23.96**

Brigitte Jordan, PhD, a corporate anthropologist, has held positions as Senior Research Scientist at the Institute for Research on Learning, Principal Scientist at Xerox PARC, and Professor of Anthropology and Adjunct Professor of Pediatrics and Human Development at Michigan State University. She is recipient of the Corporate Research Award on Excellence in Science and Technology from the Xerox Corporation and the Margaret Mead Award of the American Anthropological Association and Society for Applied Anthropology.



www.LCoastPress.com

In this volume twelve leading scholars from corporate research labs and independent consultancies tackle the most fundamental and contentious issues in corporate ethnography. Organized in pairs of chapters tackling an important topic, these provocative encounters show how ethnography is used on the ground to solve problems in the business world.



ORDER FORM

20% OFF

enter code **L2812** at checkout; expires 12/31/12

Scan to order
online!



THE FINE PRINT

*SALES TAX: Orders shipping to IL add 10.25%; CA add 8.5%; NM add 6.625%.

**POSTAGE: U.S. shipments: add \$5.00 for the first book plus \$1.00 for each additional book. Allow 5–10 business days for delivery via USPS. Orders over 6 lbs. will be shipped FedEx or UPS Ground.

TERMS: Orders from individuals must be prepaid. Prices subject to change without notice. All billing and payment in US\$.

EXAM & DESK COPIES:
Examination copies of books for course use are sent on a 90-day basis and invoiced at a 15% discount. Please supply credit card information and phone number. If after 90 days we have not received evidence of adoption (a bookstore order for at least 10 copies) or return of the book in salable condition, we will bill the credit card for purchase of the book. To request a desk copy for a book that has been adopted as a required text with an enrollment of at least ten students, fax or email your request with the name of the course, when taught, and estimated enrollment, to: anthropology@LCoastPress.com or 925.935.2913.

eBooks From Left Coast

Most Left Coast titles are available in electronic format on our web site. You can instantly download eBooks directly to your computer or handheld device and read them using Adobe® Digital Editions software, a free download from Adobe (maker of Acrobat).

Advancing Ethnography in Corporate Environments

Paperback, 978-1-59874-479-8, \$29.95 to \$23.96 *

Qty: ___ = \$ _____

Hardback, 978-1-61132-219-4, \$94.00 to \$75.20*

Qty: ___ = \$ _____

IL: 10.25%, CA: 8.5%, NM 6.625%, Canada 5%

TAX: \$ _____

\$5 first book, \$1 each additional book

POSTAGE: \$ _____

TOTAL: \$ _____

Name _____

Address _____

Address _____

City, State, Zip _____

Phone _____ Email _____

PAYMENT:

Visa Mastercard American Express Discover Check # _____

Card Number _____ Exp. Date _____

Name on Card _____

Signature _____

• CONTACT US •

USA, CANADA, ASIA, LATIN AMERICA, CARIBBEAN

Left Coast Press • c/o Chicago Distribution Center
11030 S Langley Ave • Chicago, IL 60628
800-621-2736 tel • 800 621-8476 fax • orders@press.uchicago.edu
www.LCoastPress.com

EUROPE, AFRICA, AND MIDDLE EAST

Eurospan, www.EurospanBookstore.com • info@eurospangroup.com
phone: +44 (0)20 7240 0856 • fax: +44 (0)20 7379 0609

AUSTRALIA & NEW ZEALAND

Footprint: www.footprintbooks.com.au • sales@footprint.com.au
phone: (+61) 02 9997 3973 • fax: (+61) 02 9997 3185