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Sommario/riassunto

In this innovative 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 in which two experts consider different sides of an important topic, these provocative encounters go beyond stale rehearsals of method and theory to explore the entanglements that practitioners wrestle with on a daily basis. The discussions are situated within the broader universe of ethnographic method and theory, as well as grounded in the practical realities of using ethnograp