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Nota di contenuto	Contents; Introduction - Advancing Ethnography in Corporate Settings: Challenges and Emerging Opportunities - Brigitte Jordan; Part I.; Chapter 1. Being There: The Power of Conventional Ethnographic Methods - Julia Gluesing; Chapter 2. Being There: The Power of Technology-based Methods - Ken Riopelle; Part II.; Chapter 3. Ethnography for Systems Development: Renovating the Legacy - Patricia Ensworth; Chapter 4. Ethnography and Product Design: Fixing the Future - Marijke Rijberman; Part III.; Chapter 5. The Value of Rapid Ethnography - Ellen Isaacs Chapter 6. The Limits to Speed in Ethnography - Melissa CefkinPart IV.; Chapter 7. The Cry for More Theory - Patricia Sunderland; Chapter 8. The Cry of Practicality - Rita Denny; Part V.; Chapter 9. Doing Corporate Ethnography as an Insider (Employee) - Vidar Hespø; Chapter 10. Doing Corporate Ethnography as an Outsider (Consultant) - Francoise Brun-Cottan; Part VI.; Chapter 11. Accelerated Pattern Recognition, Ethnography, and the Era of Big Data - Chad R. Maxwell Chapter 12. Pattern Recognition in Human Evolution and Why It Matters for Ethnography, Anthropology, and Society - Brigitte JordanIndex; About the Contributors

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 ethnography.
