

1. Record Nr.	UNINA9910816835903321
Autore	Malefyt Timothy de Waal
Titolo	Advertising and anthropology : ethnographic practice and cultural perspectives // Timothy de Waal Malefyt and Robert J. Morais
Pubbl/distr/stampa	London : , : Berg Publishers, , 2012
ISBN	93-89165-73-3 1-00-308437-0 1-000-18949-X 1-000-18286-X 1-003-08437-0 0-85785-204-3 1-4742-1413-4 0-85785-203-5
Edizione	[English edition.]
Descrizione fisica	1 online resource (187 p.)
Classificazione	SOC002010SOC026000BUS070060BUS002000
Disciplina	659.1/042 659.1042
Soggetti	Advertising - Social aspects Anthropology Marketing research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"First published 2012 by Berg Publishers."
Nota di bibliografia	Includes bibliographical references (pages 161-176) and index.
Nota di contenuto	Cover; Half Title; Title; Copyright; Contents; Acknowledgments; Preface; Part I: Introduction; 1 Anthropologists In and Out of Advertising; Part II: Toward an Understanding of Advertising Agencies; 2 Advertising Meetings and Client Relationships; 3 Rituals of Creativity in Advertising Agencies; 4 Fieldwork in Advertising Research; 5 Advertising Emotions; 6 Creativity, Person, and Place; Part III: Applying Anthropology in Advertising Agencies; 7 Advertising, Automobiles, and the Branding of Luxury; 8 Business Anthropology Beyond Ethnography; 9 Ethics in Advertising 10 Hybrid Research Methodologies and Business SuccessPart IV: Conclusion; 11 The Future of Advertising Anthropology; Notes; References; Index

Sommario/riassunto

"Examining theory and practice, Advertising and Anthropology is a lively and important contribution to the study of organizational culture, consumption practices, marketing to consumers and the production of creativity in corporate settings. The chapters reflect the authors' extensive lived experienced as professionals in the advertising business and marketing research industry. Essays analyze internal agency and client meetings, competitive pressures and professional relationships and include multiple case studies. The authors describe the structure, function and process of advertising agency work, the mediation and formation of creativity, the centrality of human interactions in agency work, the production of consumer insights and industry ethics. Throughout the book, the authors offer concrete advice for practitioners. Advertising and Anthropology is written by anthropologists for anthropologists as well as students and scholars interested in advertising and related industries such as marketing, marketing research and design."--
