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Sommario/riassunto	Ethnographers spend a tremendous amount of time in the field, collecting all sorts of empirical material-but how do they turn their work into books or articles that people actually want to read? This concise, engaging guide will help academic writers at all levels to write better. Many ethnography textbooks focus more on the 'ethno' portion of our craft, and less on developing our 'graph' skills. Gullion fills that gap, helping ethnographers write compelling, authentic stories about their fieldwork. From putting the first few words on the page, to developing a plot line, to publishing, Writing Ethnography offers guidance for all stages of the writing process.