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Nota di contenuto	The case -- It's in the name-- The theories -- Follow the money -- Advertising talk -- Impression management -- Constraints and creativity -- In search of the other -- Ethnography at work.
Sommario/riassunto	Ethnography at Work follows the experiences of the author as a participant observer in the day-to-day running of a Japanese advertising agency. The book reveals the intricate behind-the-scenes planning, discussion, negotiations and strategies needed to ensure that the agency's presentation to a potential client will be preferred over that of a rival firm. The book shows how detailed ethnography can lead to an understanding of numerous different, but interlocking, theoretical issues. It demonstrates how ethnography can travel beyond the academic realm and be used by business personnel to heighten their

understanding of their companies' organizational structures, strategies and daily work practices. Asking crucial questions about the role of the anthropologist in the field, *Ethnography at Work* introduces students to ways in which anthropologists study social systems in business.

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