Organizational Ethnography

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Organizational Ethnography takes readers through the practical history of ethnography from its anthropological origins through to its use in an ever-widening variety of organizational, academic, and business contexts. Author David Neyland covers the whole research project process, starting with research design, and dealing with such practical issues as gaining access, note-taking, project management, analyzing one s data and negotiating an exit strategy. The book is highly practical and incorporates a range of case studies, illustrating organizational ethnography at work.

作者介绍:

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