

What Anthropologists Do

WHAT ANTHROP OLOGISTS DO

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What is Anthropology? Why should you study it? What will you learn? And what can you do with it? What Anthropologists Do answers all these questions. And more. Anthropology is an astonishingly diverse and engaged subject that seeks to understand human social behaviour. What Anthropologists Do presents a lively introduction to the ways in which anthropology's unique research methods and cutting-edge thinking contribute to a very wide range of fields: environmental issues, aid and development, advocacy, human rights, social policy, the creative arts, museums, health, education, crime, communications technology, design, marketing, and business. In short, a training in Anthropology provides highly transferable skills of investigation and analysis. The book will be ideal for any readers who want to know what Anthropology is all about and especially for students coming to the study of Anthropology for the first time.

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