



# Practical Ethnography: A Guide to Doing Ethnography in the Private Sector

*Sam Ladner*

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Ethnography is an increasingly important research method in the private sector, yet ethnographic literature continues to focus on an academic audience. Sam Ladner fills the gap by advancing rigorous ethnographic practice that is tailored to corporate settings where colleagues are not steeped in social theory, research time lines may be days rather than months or years, and research sponsors expect actionable outcomes and recommendations. Ladner provides step-by-step guidance at every turn--covering core methods, research design, using the latest mobile and digital technologies, project and client management, ethics, reporting, and translating your findings into business strategies. This book is the perfect resource for private-sector researchers, designers, and managers seeking robust ethnographic tools or academic researchers hoping to conduct research in corporate settings. More information on the book is available at <http://www.practicaethnography.com/>.

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