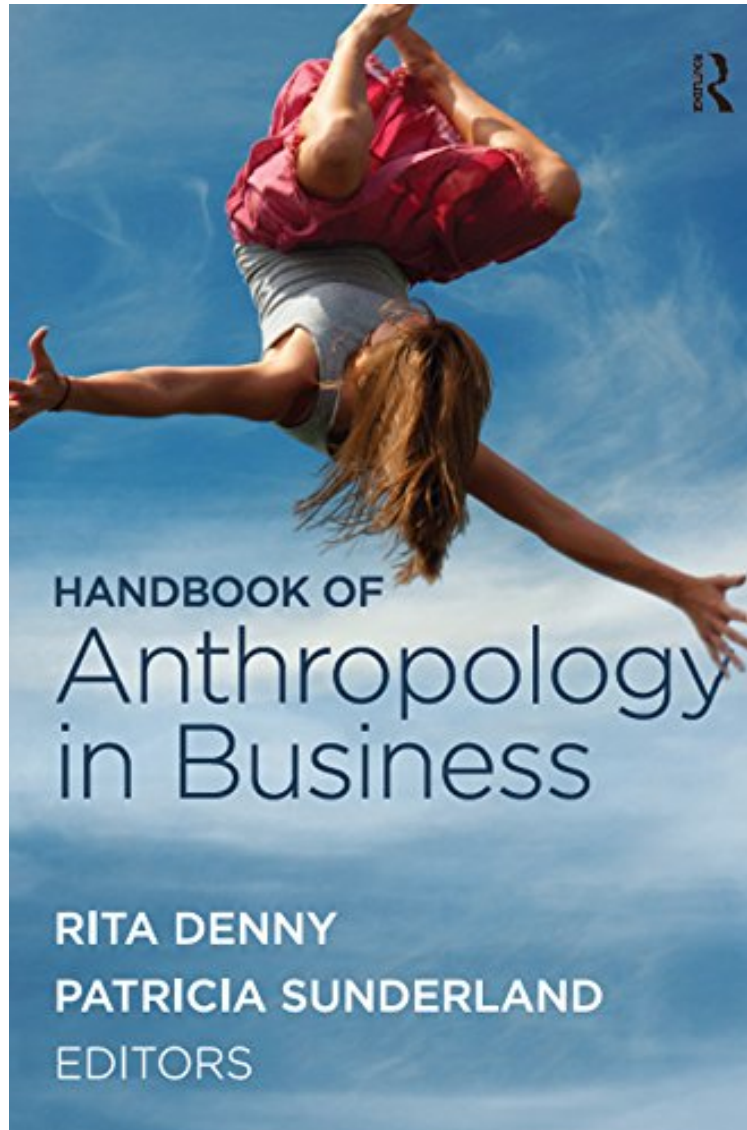


## Handbook of Anthropology in Business

*From Routledge*

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**From Routledge : Handbook of Anthropology in Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Handbook of Anthropology in Business:

3 of 3 people found the following review helpful. I highly recommend this book By xa04I highly recommend this book. It contains a lot of interesting articles on the latest developments in the discipline. For a general introduction, I recommend Ann Jordan: Business Anthropology (2013). Anthropology in Business is written for practitioners and researchers who are already familiar with the subject.

In recent years announcements of the birth of business anthropology have ricocheted around the globe. The first major

reference work on this field, the Handbook of Anthropology in Business is a creative production of more than 60 international scholar-practitioners working in universities and corporate settings from high tech to health care. Offering broad coverage of theory and practice around the world, chapters demonstrate the vibrant tensions and innovation that emerge in intersections between anthropology and business and between corporate worlds and the lives of individual scholar-practitioners. Breaking from standard attempts to define scholarly fields as products of fixed consensus, the authors reveal an evolving mosaic of engagement and innovation, offering a paradigm for understanding anthropology in business for years to come.