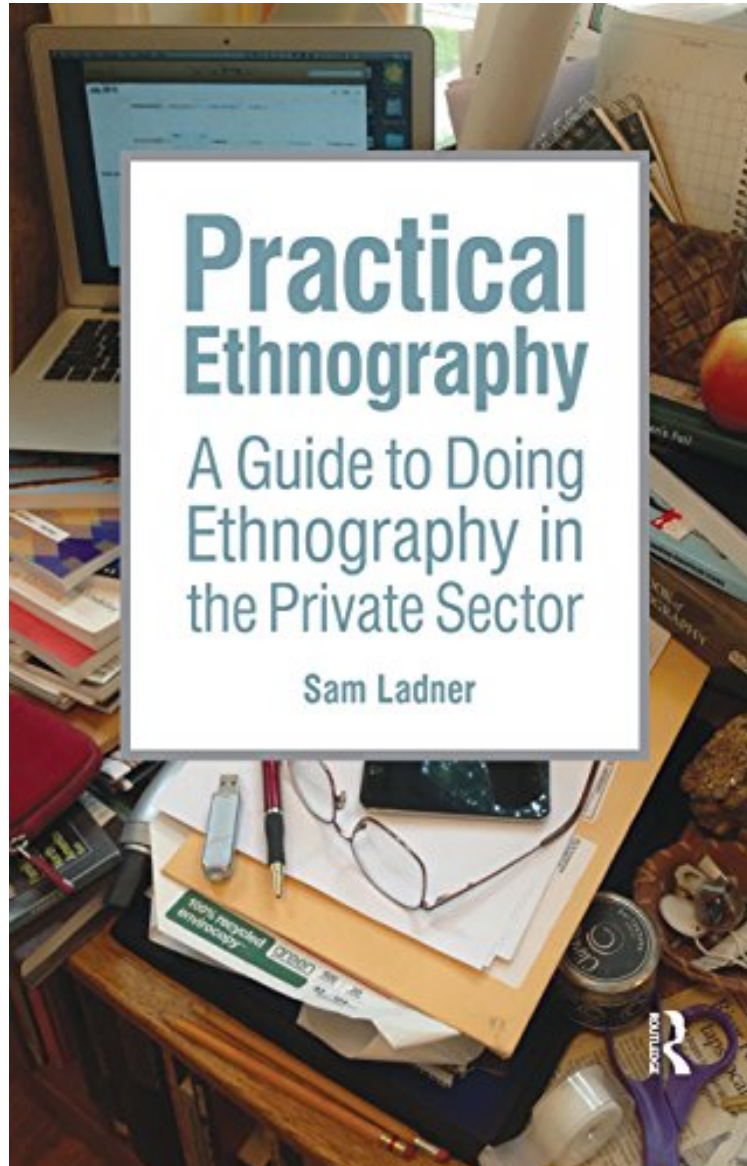


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# Practical Ethnography: A Guide to Doing Ethnography in the Private Sector

*Sam Ladner*

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**Sam Ladner : Practical Ethnography: A Guide to Doing Ethnography in the Private Sector** before purchasing it in order to gage whether or not it would be worth my time, and all praised Practical Ethnography: A Guide to Doing Ethnography in the Private Sector:

4 of 4 people found the following review helpful. But it allows me to use my background in anthropology to do my

current job in solutions consulting BETTER, and think about the problems of consumers, developers and C-level executives with a different perspective that brings immediate value to my company and its clients. Dr. Ladner provides not only combines strong theoretical foundation with first-hand narratives of her own experience in the field, but also offers practical advice and applications that are immediately applicable in the field or in the office. 6 of 6 people found the following review helpful. Excellent balance

By Thomas Wendt This is one of those rare books that balances academic rigor with practice-based implications. Sam does a great job of mediating the theory required to talk about ethnography with the language needed to communicate to business-minded readers. I'm a practicing design researcher myself, and although perhaps not the main target reader for this book, I learned a lot. I would particularly recommend the book for business leaders who interact with qualitative researchers or are thinking about bringing it into their organization, or to practitioners who have some experience with research but seek a more well-rounded explanation. I recommended that my students all pick up a copy. Even if they don't become ethnographers, ethnographic approaches affect many parts of the design process. Similarly, even if you don't work with ethnography, the methods and frameworks in this book are transportable to many contexts. 1 of 1 people found the following review helpful. A Thorough Highly Usable Guide for the Private-Sector Ethnographer

By Margaret Roller With so many texts that discuss ethnography aimed at an academic audience, it is refreshing to read a book grounded in the practical matters associated with the realities of the corporate world. This book will serve as a terrific guide to any researcher in the private sector embarking on an ethnographic study. From early discussions of theory -- including the importance of meaning and social contexts (which are fundamental to the ethnographic method) -- to the highly practical considerations of overall project management, design, execution, analysis, and reporting -- with appropriate (and wonderful) discussions of various formats such as written, visual, audio, and performance -- the author offers the private-sector ethnographer a thorough understanding of the process as well as the essential thinking required to complete an ethnographic study. Ladner's experience and training shine throughout this book and the reader is richly rewarded with clear and exceedingly usable content.

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/>.

In this admirably concise yet comprehensive book, Ladner has created a strong perspective on the praxis of private sector ethnography. She has generously shared her own tradecraft, which practitioners, experienced and novice alike, will find useful to hone their skills, across the project lifecycle. This volume marks another phase in the maturing of the field and lays down a foundation for further development, documentation and reflection on its practices. rdquo; Simon Roberts, Stripe Partners - London