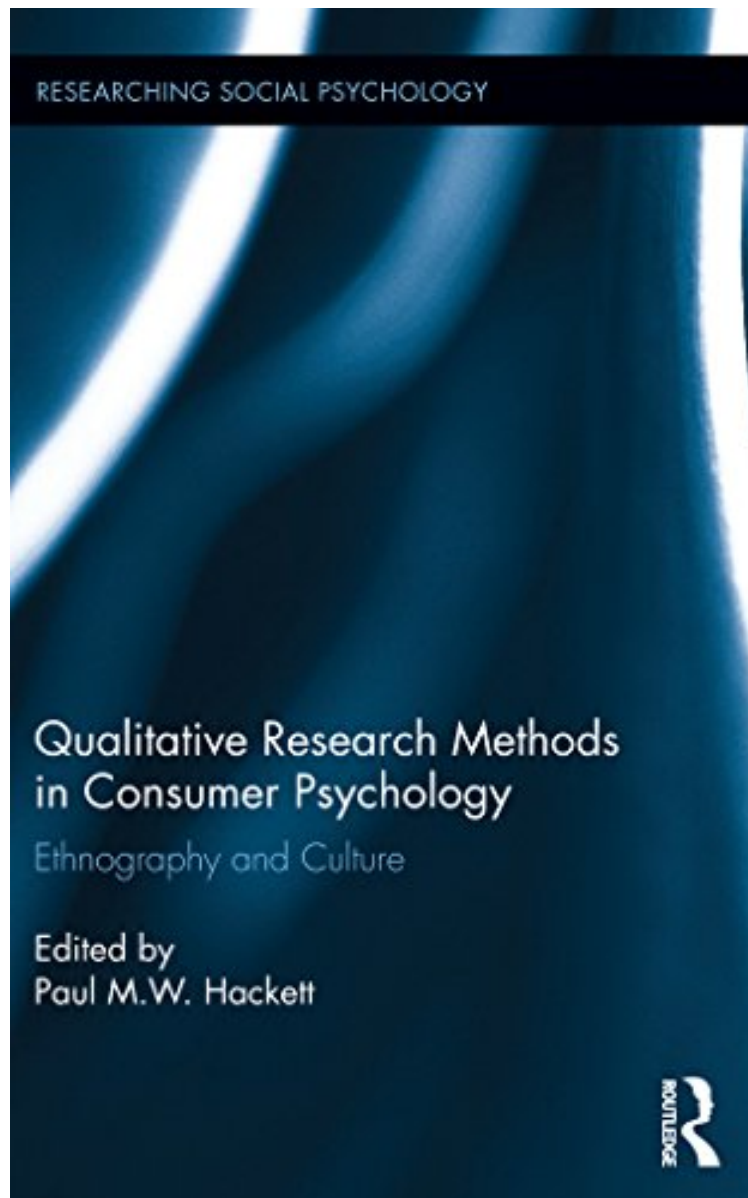


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## Qualitative Research Methods in Consumer Psychology: Ethnography and Culture (Researching Social Psychology)

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About the Author Paul M.W. Hackett is a Professor of Ethnography and Consumer Behavior at Emerson College, USA and a visiting academic in the Philosophy Department at the University of Oxford, UK. His books include *Facet Theory and the Mapping Sentence: Evolving Philosophy, Use and Application*, *Fine Art and Perceptual Neuroscience: Field of Vision and the Painted Grid*, and *Conservation and the Consumer: Understanding Environmental Concern*. His research and writing has appeared in *Psychometrika*; *International of Retail, Distribution, and Consumer Research*; *Environment and Behavior*; the *British Journal of Management*; *Multivariate Behavior Research*; and other prestigious journals. He is a Chartered Psychologist in the UK.