

Holdsworth / Wilson

Doing Ethnographic Research

A Practical Guide

Research termed 'ethnography' is increasingly being used in a diverse range of applied and business environments, and in particular by research workers in departments of business, health and education. This book is designed to engage with the student or researcher who is new to ethnography, to stimulate them to choose and use ethnography and to give them the tools and understanding necessary to do this in their own research. The book is aimed at the emerging ethnographic domains of health, education and business studies research and will bridge the gap between academic ideals and real-world demands. Doing Ethnographic Research directly relates to social anthropology, sociology, social policy, criminology, education, business and marketing. It also takes case studies and scenarios from areas such as health, nursing, and social work in order to make the reader aware of scope of ethnographic research methods which are increasingly being integrated into such courses at undergraduate level. This book is ideal for postgraduate students in a wide range of disciplines who are also trained in qualitative research methods.

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