

**ADVERTISING AND ANTHROPOLOGY: ETHNOGRAPHIC  
PRACTICE AND CULTURAL PERSPECTIVES**

Noelle Gail Venzke

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Timothy de Waal Malefyt is Visiting Associate Professor at the Center for Positive Marketing, School of Business, Fordham University, New York. Robert J. Morais is a Principal of Weinman Schnee Morais Inc., a marketing research firm in New York, USA. Many readers will benefit from.

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Advertising and Anthropology: Ethnographic Practice and Cultural Perspectives. Timothy De Waal Malefyt and Robert J. Morais (). London: Berg, £

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University professors often occupy specialized domains of expertise. Finally, I will discuss the future direction of a burgeoning new field called business anthropology, which calls for more anthropo- logical input into marketing and advertising practices that help focus corporate responsibilities on fair and equitable marketing practices toward consumers, as well A Handbook of Practicing Anthropology.

Anotherareawherecorporateanthropologistsinadvertisingandmarketing  
The chapters reflect the authors' extensive lived experienced  
Conclusion Anthropologists working in advertising agencies and  
marketing research firms can and should influence corporate  
ideologies and the perceptions of consumers by encouraging  
ethnographic fieldwork and other research that directly  
impacts corporate practices in the production of products and  
services.

Anthropologyisadaptableasasocialscience,asanexpressionofhumanism,  
gists working in advertising and marketing frequently attend  
workshops and meetings where they listen to, or present to,  
others Malefyt