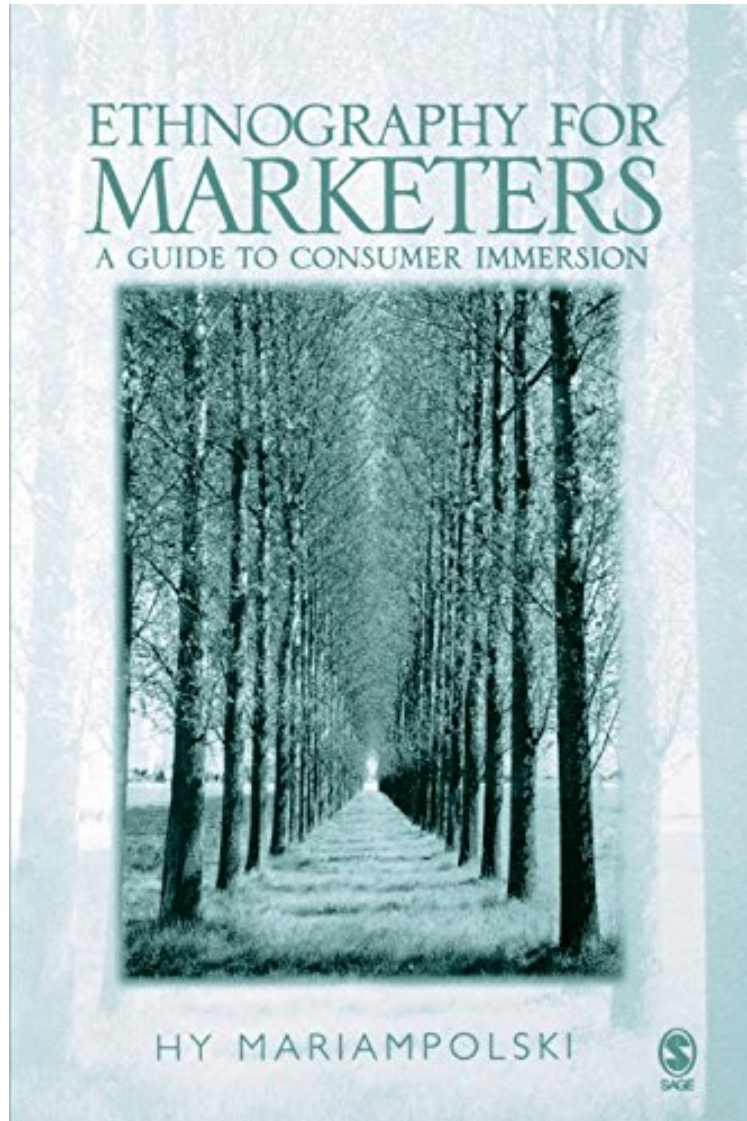


Ethnography for Marketers: A Guide to Consumer Immersion

Hy Mariampolski

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Hy Mariampolski : Ethnography for Marketers: A Guide to Consumer Immersion before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ethnography for Marketers: A Guide to Consumer Immersion:

2 of 2 people found the following review helpful. An essential component for any market researcher's library By Amy L. Santee Ethnography for Marketers is an excellent, step-by-step guide for anyone who wants to learn about ethnography or brush up on his or her ethnographic research skills. I purchased the book in 2011 when putting together

a library of sources for my own work in consumer research, and have referred to it for numerous projects since then. The author does a thorough job of explaining all of the useful applications of ethnography, and paints a solid picture of the steps required to design, manage, conduct, analyze and report findings from an ethnographic study. It is well written and extremely accessible - not full of academic jargon and theory. Instead, it focuses on helping the reader understand the processes and tools needed to conduct good ethnographic research to elicit useful, insightful information for any organization. Want to know how ethnography is different from other research approaches? Curious as to whether it's right for the type of research project you have in mind? Not really sure how it can be applied to your organization's business practices? Mariampolski answers all of these questions and more. Whether you're new to market ethnography or an industry veteran, an academically trained ethnographer, a marketer, or a practiced market researcher, I highly recommend this book. 0 of 1 people found the following review helpful. Three Stars By Marina Heck Good 4 of 4 people found the following review helpful. Ethnography for Marketers By Jacqueline H. Beckley Ethnography is "hot" right now. Understanding your customer and consumer is trendy. Mariampolski has been conducting and educating people about ethnography long before it was in vogue. This book is a must read for everyone who is even thinking about what the word means. Why? Dr. Mariampolski writes in a most engaging style which makes this "textbook" read easily and enjoyably. He knows what he is talking about since he is one of the most noteworthy marketing ethnographers in the world today. For those of us who are time crunched, reading the first couple of chapters creates enough knowledge that one is no longer asking, what is ethnography? Hy creates the context for truly understanding the goals and differences between ethnography and other qualitative approaches and where this approach has emerged in the world of consumer understanding. For those who want more of a step-by-step, that is part of the book and allows a researcher to have a sense about whether they or their agency are implementing ethnographic principles. Mariampolski's love of educating and engagement with the consumer make this a book for ANYONE who is saying the word - ethnography - a must read and a staple on shelf for researchers and marketers in all fields.

Ethnography, with its focus on observed everyday behavior, is quickly becoming the method of choice to identify unmet needs, stimulate novel insights, create strategies and develop new ideas. Hy Mariampolski, author of *Qualitative Market Research: A Comprehensive Guide* (Sage, 2001) again takes readers on a voyage of discovery in *Ethnography for Marketers*. These two companion works are essential guides for marketers seeking rich insights into their customers thoughts and behaviors.

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