



Ethnography for Marketers: A Guide to Consumer Immersion (Hardback)

By Hy Mariampolski

SAGE Publications Inc, United States, 2005. Hardback. Book Condition: New. 231 x 150 mm. Language: English . Brand New Book. Ethnography for Marketers does an excellent job of capturing the academic aspects of ethnography but does so from a practical, useful point of view. Author Hy Mariampolski's expertise in the field is clearly communicated through the vast, in-depth coverage of the various aspects of ethnography for purposes of marketing research - Cara Lee Okleshen Peters, Winthrop University I've been waiting for this book - a practical, how-to guide to conducting ethnographic studies for practitioners and clients, studies that will yield useful consumer insights that can impact marketing practice - Ellen Day, The University of Georgia 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 behaviours. Key Features - Offers a step-by-step guide to help students and practitioners plan...



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