



# Advertising and Anthropology: Ethnographic Practice and Cultural Perspectives

*Timothy de Waal Malefyt, Robert J. Morais*

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Examining theory and practice, *Advertising and Anthropology* is a lively and important contribution to the study of organizational culture, consumption practices, marketing to consumers and the production of creativity in corporate settings. The chapters reflect the authors' extensive lived experience as professionals in the advertising business and marketing research industry. Essays analyze internal agency and client meetings, competitive pressures and professional relationships and include multiple case studies. The authors describe the structure, function and process of advertising agency work, the mediation and formation of creativity, the centrality of human interactions in agency work, the production of consumer insights and industry ethics. Throughout the book, the authors offer concrete advice for practitioners.

*Advertising and Anthropology* is written by anthropologists for anthropologists as well as students and scholars interested in advertising and related industries such as marketing, marketing research and design.



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