



Ethnography for Marketers: A Guide to Consumer Immersion

By Mariampolski

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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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