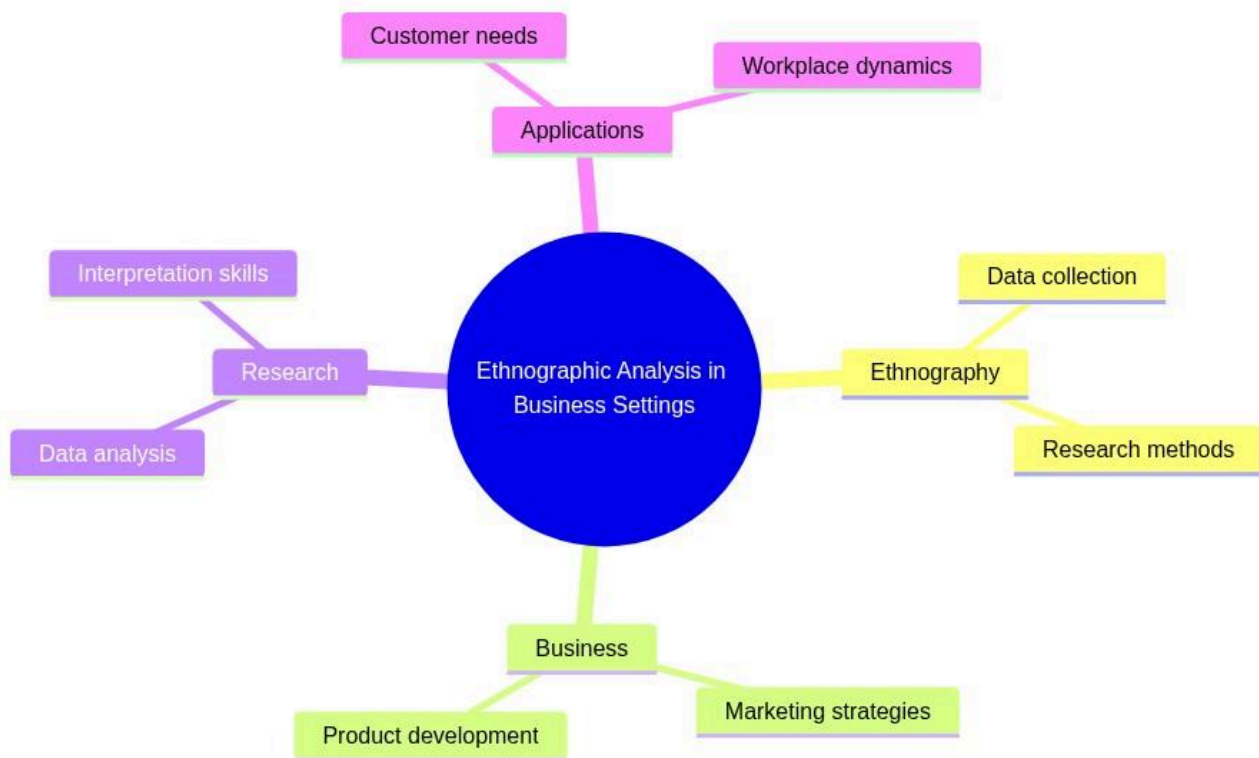


Postgraduate Certificate in Business Anthropology

Ethnographic Analysis in Business Settings



mindmap

root((Ethnographic Analysis in Business Settings))

Ethnography

Data collection

Research methods

Business

Marketing strategies

Product development

Research

Data analysis

Interpretation skills

Applications

Customer needs

Workplace dynamics