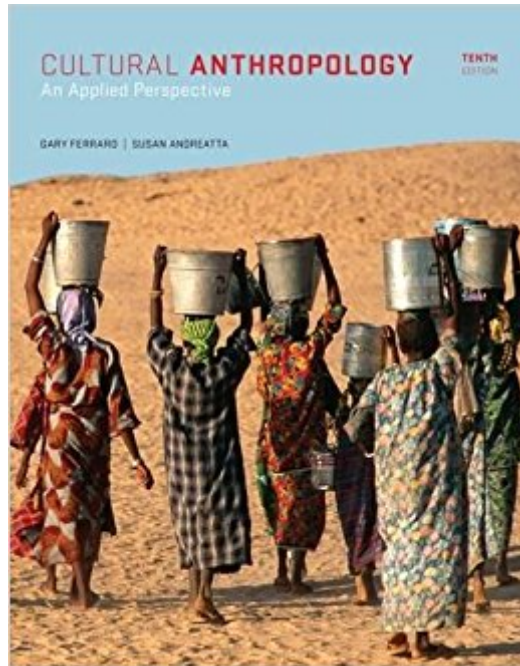


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Cultural Anthropology: An Applied Perspective



Synopsis

Explore cultural anthropology and its relevance in today's world with Gary Ferraro and Susan Andreatta's CULTURAL ANTHROPOLOGY: AN APPLIED PERSPECTIVE, Tenth Edition. This contemporary book provides interesting real-world examples and applications of the principles and practices of anthropology, helping readers appreciate other cultures as well as their own--and apply what they learn to situations in their personal and professional life.

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Gary Ferraro is an applied anthropologist who conducted research for extended periods of time in Kenya and Swaziland. He has served as a consultant/cross-cultural trainer for large organizations (USAID, the Peace Corps, the World Bank) and large international corporations such as IBM and G.E. Plastics. He currently works with businesses to help them cope with cultural differences at home and abroad. Susan Andreatta is a past president of the Society for Applied Anthropology. Her

theoretical background lies in political economy and political ecology as applied to the environment and health. As an applied anthropologist, Andreatta conducts field research in the areas of tourism, migration, resettlement, health and nutrition, sustainable farming and fishing, and the marketing of fresh local produce and seafood.

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