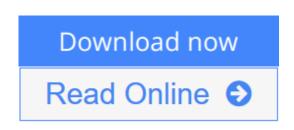


Ethnography: Step-by-Step (Applied Social Research Methods)

By David M. Fetterman



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"Emphasis on the use of theory as a guide is excellent and cannot be stressed enough among students . . . Ethical standards are comprehensively addressed. Any doubts the reader may have had are dispelled by the author's compelling arguments and illustrative examples." ?Patricia I. Documét, *University of Pittsburgh*

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The **Third Edition** of **Ethnography: Step-by-Step** guides readers in collecting and making sense of large amounts of ethnographic data. It also offers current discussion about the use of technology in the pursuit of ethnography. Fundamentally, however, it demonstrates how ethnography is more than a methodological approach. For David M. Fetterman, ethnography is a way of life.

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