Why is Business Anthropology Important?

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ABSTRACT Traditionally, business fields have shied away from the qualitative, personal methods used in anthropology. This has since changed as business schools and companies are increasingly seeking the insights of anthropologists to understand markets and consumer behavior. In this paper, the authors illustrate the various ways in which anthropologists make contributions to business fields, as well as the benefits and limitations of incorporating anthropology into the study of business. Then, the authors present their conclusions and offer encouragement to the continued study of business anthropology.