



# General Business Anthropology, 2nd Edition

*By Robert Guang Tian, Alfons van Marrewijk, Michael P Lillis*

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The textbook contains thirteen chapters, each of which attempts to synthesize the research on a particular prominent theme in business anthropology. Further, we have tried to ensure that pioneering and key works are referenced, but space limitations prevent us from being able to adopt an all-inclusive approach. This is not intended to slight any researcher whose publication may be omitted. Indeed, some of our own close colleagues are included in this very company. However, an exhaustive review of all literature in the field is beyond the scope of this slender volume. Students are encouraged to work with the endnotes for each chapter, in searching out additional references. We hope that the text provides an adequate start in this direction.

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