



Essentials of Cultural Anthropology and Cultural Anthropology Fieldwork Journal

Kenneth J. Guest

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The most successful new textbook for living in a multicultural and global age, now in a concise Essentials Edition.

Covering the essential concepts that drive cultural anthropology today in a newly streamlined format, Ken Guest's *Essentials of Cultural Anthropology: A Toolkit for a Global Age* shows students that now, more than ever, global forces affect local culture, and that the tools of cultural anthropology are vital to participating in a global society. A "toolkit" approach emphasizes the discipline's big questions and reinforces key concepts to show that these tools are useful beyond the classroom—in relationships, campus life, workplaces, religious communities, and our globalizing world.

Ethnographic fieldwork is one of the most fundamental (and for students, sometimes daunting) tools for anthropological study. In a new supplement for the introductory textbook *Cultural Anthropology: A Toolkit for a Global Age*, Ken Guest's *Cultural Anthropology Fieldwork Journal* helps students apply the concepts they are learning in class while out in the real world. The step-by-step exercises in the Fieldwork Journal encourage students to observe, question, and generate their own data about the places, relationships, and networks that they may take for granted in everyday life: from friendships, family dynamics, and consumption habits to classrooms, places of worship, TV screens, and their own homes.

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