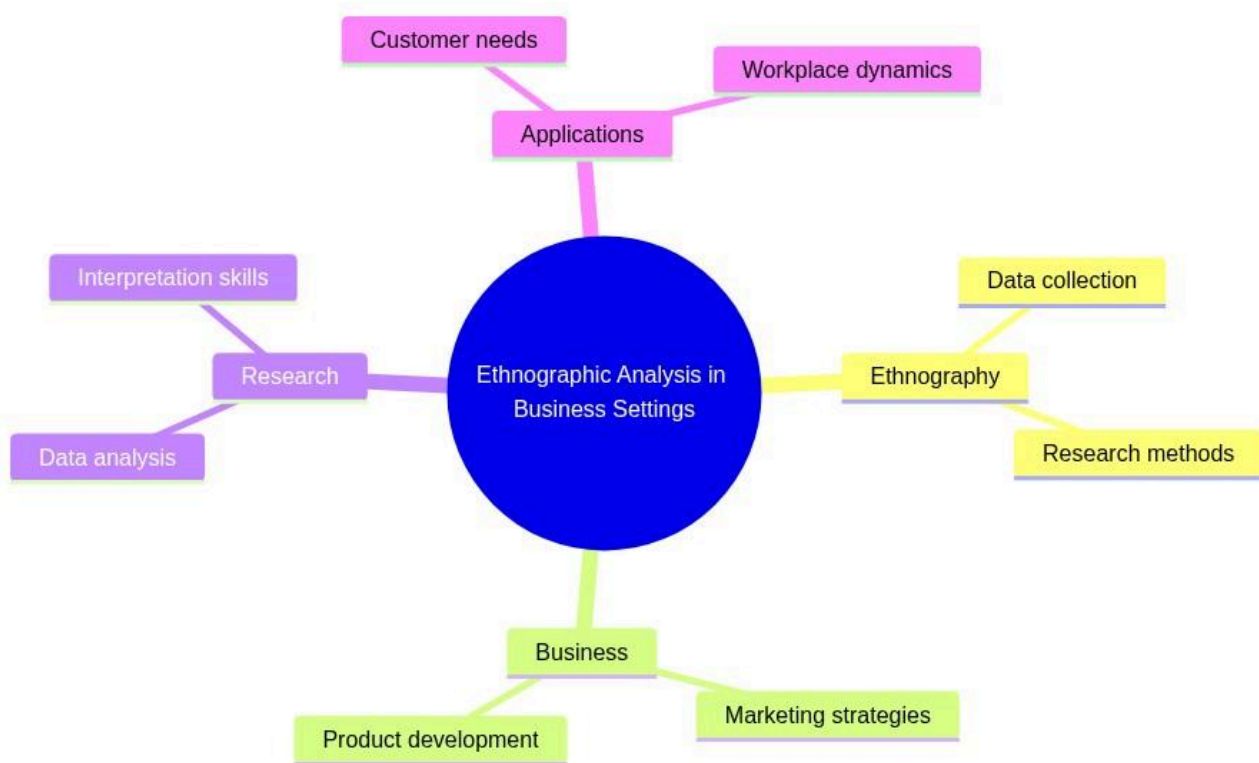


Postgraduate Certificate in Business Anthropology

Ethnographic Analysis in Business Settings



mindmap

```

root((Ethnographic Analysis in Business Settings))
  Ethnography
    Data collection
    Research methods
  Business
    Marketing strategies
    Product development
  Research
    Data analysis
    Interpretation skills
  Applications
    Customer needs
    Workplace dynamics
  
```