Can Ethnography Uncover Richer Consumer Insights?

- Up Close and Personal: The Value of Ethnography
- Going Deeper, Seeing Further: Enhancing Ethnographic Interpretations to Reveal More Meaningful Opportunities for Design
- Market-Oriented Ethnography Revisited
- The Link between Cross-Cultural Value Associations and Liking: The Case of Benetton and Its Advertising
- Worth a Thousand Words
- Click to Connect: Netnography and Tribal Advertising
- Consumer Archetypes: A New Approach to Developing Consumer Understanding Frameworks
- Cultural Masculinity/Femininity Influences on Advertising Appeals
- The Universality of Values: Implications for Global Advertising Strategy
- Disabled Consumers: The Use of the Internet and Attitudes toward Web Advertising
- Older Consumer Responses to Marketing Stimuli: The Power of Subjective Age
- Review of Culture and Consumption II: Markets, Meaning, and Brand Management