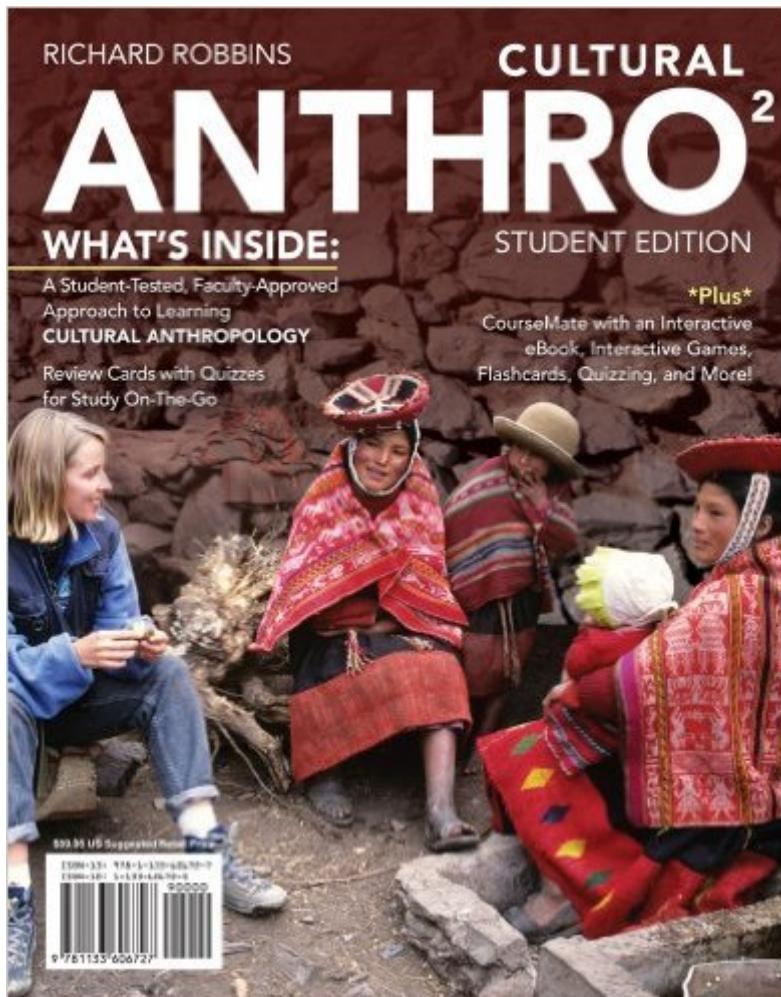


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Customer Reviews

I teach Cultural Anthropology, so this is from a professor's perspective. I thought this book looked great upon browsing through initially. It's quite visually appealing, and formatted in such a way that case studies and specific cultural examples are highlighted, key terms are defined in the margins, and interesting questions are posed for students to think about as they read. It's also much shorter than most textbooks, and only contains 8 chapters. I ordered it for my classes based on these factors- it would appeal to students in a way that may make them interested in reading it, and it would be short enough to give extra time in the semester to assign other ethnographic readings, watch films, etc. However, upon a closer reading, I found some shortcomings. One is the organization of the topics, which seems counter-intuitive in some cases. Globalization and the global economy are discussed early in the book, with a separate chapter discussing other kinds of economies toward the end of the book (what?- doesn't make sense). The biggest problem is

Chapter 3, that chapter on Globalization. It goes deeply into economic philosophy and theories.....and completely leaves out explanation of how this is related to culture! It's ridiculous to include this amount of economic philosophy in an Intro Cultural Anthropology textbook, to begin with. But it's even more short-sighted and disappointing to provide little to NO mention of how these concepts relate specifically to cultural values, or to explain why this economic information even matters. This chapter should be taken out and pasted into an economics textbook. It has no place in an intro level Cultural Anthro text.

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