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CULTURE



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Synopsis

CULTURE is the latest addition to the M-series. This thoroughly updated 2nd edition magazine style text for the Introduction to Cultural Anthropology course offers scholarly content in an engaging design that will captivate your students. Through eye-catching pedagogical features, students develop a better understanding of the material and will retain a greater amount of course concepts. This book presents cultural anthropology in a way that is both captivating and relevant to today's student at a price that they prefer. More current, more portable, more captivating, plus a rigorous and innovative research foundation adds up to: more learning. When you meet students where they are, you can take them where you want them to be.

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Customer Reviews

Lisa L. Gezon is a cultural anthropologist who graduated from the University of Michigan in 1995. She has been teaching Anthropology at the University of West Georgia since 1996 and is currently a Professor in the Department of Anthropology. Her primary research area has been in Madagascar, but she has also conducted research in the state of Georgia (U.S.A.) and in Senegal, West Africa. She is interested in many facets of humans and their relationship to the material environment, including conservation and protected area management (Madagascar), management of water commons (coastal Georgia), and the contribution of peanut farming to deforestation (Senegal). She is currently interested in the commodity chains of the drug khat in Madagascar, considering land cover change, rural and urban livelihoods, and the cultural politics of drug policies and perceptions. Her research has been funded by the National Geographic Society, National

Science Foundation, and a U.S. Department of Education Fulbright-Hays Faculty Research Abroad Fellowship. Significant publications include Gezon, Lisa L. 2006. *Global Visions, Local Landscapes: A Political Ecology of Conservation, Conflict, and Control in Northern Madagascar*, AltaMira Press; and Paulson, Susan and Lisa L. Gezon 2005. *Political Ecology, Across Spaces, Scales and Social Groups* (coauthored with Susan Paulson), Rutgers University Press. Conrad Phillip Kottak (A.B. Columbia, 1963; Ph.D. Columbia, 1966) is the Julian H. Steward Collegiate Professor of Anthropology at the University of Michigan, where he has taught since 1968. He served as Anthropology Department chair from 1996 to 2006. In 1991 he was honored for his teaching by the University and the state of Michigan. In 1992 he received an excellence in teaching award from the College of Literature, Sciences, and the Arts of the University of Michigan. In 1999 the American Anthropological Association awarded Professor Kottak the AAA/Mayfield Award for Excellence in the Undergraduate Teaching of Anthropology. Professor Kottak has done ethnographic fieldwork in cultural anthropology in Brazil (since 1962), Madagascar (since 1966), and the United States. Conrad Kottak's articles have appeared in academic journals including *American Anthropologist*, *Journal of Anthropological Research*, *American Ethnologist*, *Ethnology*, *Human Organization*, and *Luso-Brazilian Review*. He has also written for more popular journals, including *Transaction/SOCIETY*, *Natural History*, *Psychology Today*, and *General Anthropology*. In recent research projects, Kottak and his colleagues have investigated the emergence of ecological awareness in Brazil, the social context of deforestation in Madagascar, and popular participation in economic development planning in northeastern Brazil. Recently, Kottak was inducted to The National Academy of Sciences. This is a private organization of scientists and engineers dedicated to the furtherance of science and its use for the general welfare.

I reviewed this book for a former student who is now in a PhD program at another institution and who is teaching her first course as a adjunct. Kottak's text was recommended, and when I got a copy, I managed to read it over the weekend. It is a tour de force. It might not look like a textbook, but it is hugely user friendly, very well illustrated, full of the kinds of teaching aids that make lecturing on its content that much easier, and very informative. I am not an anthropologist, but I have been teaching for 50 years now. I know how easy my task as a classroom manager will be when I am working with material that my students like and that they are also likely to read. "Culture" fills that bill and then some. I learned stuff reading it. And just so you know why it might be worth your while to attend to my praise... I have been teaching at Columbia University since 1990, have won multiple teaching awards, and I have had more than 2,500 students pass through my classes. I know quality

when I see it, and this text gets my vote, hands down!

Just like described.

This can't even be called a book, as far as I'm concerned. It resembles a fashion magazine in terms of the quality. Seriously - it is the same as an issue of Marie Claire or Vanity Fair. It's not anywhere near the quality of a real paperback or softcover book. I guess this is what passes as a textbook these days because I had to buy a similar text for another class.

The book is a bit beat up and falling apart. I will be careful with it, of course, but maybe it should be taken out of the rotation or taped up a bit before sending out again. I am still able to read the chapters and get my work done so it is still very useful.

This looks like a big, bold, color Martha Stewart magazine but it's about culture. Compared to other textbooks, this book teaches without any of the intimidation that may come with a textbook. It looks, is laid out, and reads like a magazine.

Pretty sure this is the worst magazine I have ever read, I mean text book, no no it's in magazine formate. So very boring! You can't keep my attention with only bright pictures.

Use of glossy pages, unprofessional magazine format and over-simplified writing make this the worst book I have had to purchase over my college career.

Book's condition is bad, however, everything is readable.

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