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Research, design, and development firms are actively recruiting

anthropologists and other social scientists,

as ethnographic research becomes more central to the creation of appropriate new products, services, and marketing

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strategies for U.S. and
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open and respectful
conversations Easily
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new ideas and
approaches Use simple

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When facing a time
crunch, resist pressure
to back-burner time for
reflection. By Dorie

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Breakthrough Projects
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organizational transformation and high reliability, which delivers unprecedented results. In addition, Breakthrough Projects create large opportunities for organizational learning through testing the “conventional wisdom” about what can and cannot be accomplished.

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Innovations Innovation

Games are

collaboration

frameworks that you

can play online or in-

person with your

colleagues and

customers. You will

learn how and why a

game works, how to

setup, play and

analyze a game and

how you can integrate

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the results into your existing research and development processes.

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