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Sage Publications Ltd. Jul 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Social media and Internet data offer rich opportunities and vexing challenges for sociocultural research. Explaining and extending prior approaches, Netnography: Redefined is an indispensable guide to the understanding and conduct of Internet ethnography. With this volume, netnography is upgraded, updated and renewed with the latest netnographic research from media anthropology, geography, education, library sciences, travel and tourism, linguistics, media and cultural studies, sociology, sexuality, addiction research, gaming studies, and...

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- Authored by Robert Kozinets
- Released at 2015



#### Reviews

I actually started off reading this article ebook. It is writter in simple phrases instead of hard to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.

### -- Dessie Witting

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