

**WHAT
ANTHROPOLOGISTS
DO**

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Veronica Strang

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This book arose out of discussions between the executive committees of the Association of Social Anthropologists of the UK and the Commonwealth, and the Royal Anthropological Institute. Both have long observed that, with little anthropology offered in schools, school leavers have little idea about what anthropologists do, and no idea at all about the broad potential for interesting (and viable) careers that studying anthropology provides. It is apparent that many potential research users are equally unsure about what anthropology can offer. As a result of these discussions Berg's managing director, Kathryn Earle, asked me to review the 'applied anthropology' literature, collect a range of examples and describe these in a form accessible to a younger audience. This turned out to be an intriguing project, enabling me to discover what my colleagues around the world *are* doing in many areas of research far removed from my own. I am grateful for this opportunity, and for the support of the ASA and the RAI in the process. Other anthropology associations and journals were also very helpful in circulating my requests for information. I would like to thank them, and in particular those colleagues from around the world who responded with lively accounts of their professional experiences.¹

There are some excellent texts aimed at introducing first-year anthropology undergraduates to the discipline and providing career advice for graduates. These describe ways of applying anthropology that are now well established, as well as pointing to emerging areas. I am greatly indebted to the authors of these texts, and hope this volume will provide a stepping stone to their work.

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