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As a business owner, you don't work in a vacuum. Many of your business decisions you hire, where you find your offices, affect the social and cultural environment in which you work. If you expand to other countries, you will face even more potential cultural and social risks. Knowing the risks in advance can help you alleviate problems so that your business can continue to function smoothly without interference or complications. You make important decisions based on market research to find the most effective place for your business. This often takes into account foot and ride through traffic, ease of access and target customer base. However, other risks need to be taken into account. You have to address issues such as if opening your business will affect the historical heritage of the area or if the site is an environmental hearth that can lead to problems. Also, consider whether your business is well suited to the social structure that currently drives the area. Very often the risks you face may not always be real, but simply an integral characteristic of an area that ultimately creates a perception of conflict that can affect your business. For example, if you plan to open a large store or franchise in the countryside that has traditionally relied on small businesses to provide community products and services, you run the risk of not being adopted in that community. Bad press and bad public relations can be the result of you not taking into account the social structure of the community in which you plan to work. Moving your business to overseas markets creates a whole new set of social and cultural risks where talking too much or ignoring local customs can cost you a big business deal. According to the Foreign Investment Group, business owners have traditionally walked away from the task of getting to know locals in their human resources departments and have not been integrated into their strategic plans. Without addressing and thoroughly understanding the culture of new markets, you risk alienating customers and losing significant revenues. If there are not enough cultural and social risks in the physical communities where you work, you will find many risks in the virtual market. Social media has become so widespread in society that business owners cannot ignore the risks of entering the digital universe, either by choice or by accident. You have to protect your reputation and your brand as you enter the social media business, often with little control over the end results. On top of this, by using digital exposure on social media platforms, you give your competitors a broader perspective on their strategies and movements. Sneaker culture social networking websites where Collectors - just like sneakerheads - are going to compare collections (200 pairs are not uncommon), post photo photo Their favorite individual beats and keep posted on the latest releases from the hottest brands. Ever since Run-DMC knocked on My Adidas back in 1986, sneakers have been inextricably linked to hip-hop culture. A year earlier, Nike released its first pair of Air Jordans, linking the world's most famous athlete with what will become the world's most coveted footwear (the original \$65 Air Jordan pair recently sold on eBay for more than \$2,000) Source: Time. Advertising between the iconic results that formed around Adidas and Nike in the 1980s, sports shoes went from practical accessories to fashion statements and even political statements. Run-DMC's lace-less white Adidas, for example, not only looked cool, but there were a nod to prison culture, where lace is often confiscated source: YouTube. Sneakerplay is the largest and most active sneaker culture social network on the web. Participants can create MySpace-like profile pages with built-in MP3 music files, blogs, and of course many photos from their sneaker collections. There's even a section on the site for sneaker battles where site visitors vote between two pairs of prized shoes. Sneaker culture is fueled by an obsession with limited edition releases and rare retro shoes. Nike keeps the craziness alive by releasing extremely limited editions that are sold in only one store, one day, and all. For example, Nike made only 140 pairs of its Cowboy Air Max of the 180s and sold them in one store in Miami (source: Time). People are known to camp for days to get their hands on these rarities. Some just add in-demand shoes to their collections, while others turn around and sell them online for huge profits. On the next page we will talk about social media groups for fashionistas. Nowadays, becoming a more cultural person does not require the purchase of a plane ticket. It doesn't even require taking the job. You can expand your mind in the comfort of your own home. Being cultural means having a certain level of awareness on topics such as other societies, current political events, literature and science. Today, most of this information is available online. If you're looking for answers about peace and culture, you can see the culture category. You'll notice that these answers are focused on the bigger picture. If you want to move away from your local focus and move on to a global perspective, these answers are perfect for you. You will find one of the benefits of having strong shared knowledge now being able to have a conversation with anyone. You will be able to treat people alike and different from yourself. Aside from being an engaging interlocutor, you will benefit from keeping your mind sharp. With accessible and comprehensive content, you can expert on all sorts of topics. For example, you you in one of the 10 richest countries in the world? Have you ever wondered who are the richest people in the world? For answers to these questions and more, check us out! Anthropologists always discover new things about what defines us and makes us unique. Learn about the academic study of cultural anthropology in these images. Bangladeshi students decorate the Central Shahid Minar as they pay tribute to the martyrs of the language movement in Dhaka, Bangladesh. Language, of course, is a central component of cultural identity. Cultural anthropologist Marcel Mose has earned much of his fame from his theories about gift giving around the world. He focused on the inner bond forged between the gift and the recipient. An Eskimo man with Canadian Eskimos. The father of modern cultural anthropology Franz Boas studied the Inuit of the Canadian Arctic during his field work in the field of cultural anthropology. This portrait of the French anthropologist Claude Levi-Strauss was taken on June 8, 1990 in Paris, France. Known as the founder of structuralism, Levi-Strauss made a name for himself far beyond academia and his circle of anthropologists. Clifford Girtz, back row, fourth from left, is shown receiving an honorary degree from Harvard University in 1974. Girtz is well known for his work on symbolic or interpretive anthropology. Girtz spent many years in Indonesia doing field research. Here a traditional Indonesian dancer teaches a tourist to dance. Cultural anthropologists are learning how we live, interact and work in our business. Our traditions and customs within culture, such as this Japanese tea ceremony, tell us a lot about who we are. A Masai boy (aged 10 or 11) leaned against a tree in the Masai Mara National Wildlife Refuge, Kenya. Like many things, clothing modes vary greatly from culture to culture. Photo American cultural anthropologist Margaret Mead in 1975. Mead's simple-to-follow writing style, controversial research and outspoken nature brought her fame beyond the walls of academia. Mexican peasants carry a hoe to work in the fields, circa 1955. Cultural anthropologist Eric Wolff studied Mexican peasant cultures and sought to link local behavior and patterns with larger socio-economic and political forces. Dr. Paul Farmer, Founding Director of Partners In Health, has made great strides in medical anthropology, working as a human rights defender and physician to provide health care to the world's poor. Pope Benedict XVI prays during a liturgical celebration at the Heiligenkreuz Abbey Church south of Vienna, Austria. The idea of religion, analyzed from a social point of view, led Marcel Mouse to become a great supporter ethnology. A Samoan fire dancer performs a dance on the island of Oahu, Hawaii. The work of renowned cultural anthropologist Margaret Mead with children in Samoa led her to striking conclusions teenage behavior. Shoshone women are famous for their beautiful baskets. Cultural anthropologist Ruth Benedict studied tribes in the American Southwest. The observations she made served as the basis for her hugely popular book, Patterns of Culture. The study of voodoo practices in the Caribbean inspired some of the well-known works of cultural anthropologist and author Neil Hurston. Culture includes customs, traditions, rituals and behaviors of a group or society. Cultural anthropologists specialize in the study of human culture. They can observe the rituals and behaviors of primitive tribes in isolated places, but they can also explore cultures of more familiar places, such as modern workplaces and religious institutions. Cultural anthropology is a major specialty in the wider anthropological field, with other physical anthropology, linguistics and archaeology. Wage rates for cultural anthropologists vary, with those working in higher education and the federal government earning more than their counterparts in the private and non-profit sectors. Cultural anthropologists in higher education receive average annual salaries ranging from \$42,530 to \$132,160 per year, according to 2011 data from the U.S. Bureau of Labor Statistics (BLS). The bureau reported that archaeologists and anthropologists, including those specializing in cultural anthropology, received a median salary of \$75,460 a year. This represents an average monthly compensation of about \$6,288, based on a 12-month working year. Anthropologists working at four-year universities received on average higher salaries than their counterparts at two-year community colleges. Annual compensation for university anthropologists averaged \$82,240, compared with \$79,490 at community colleges, the bureau said. Many cultural anthropologists work in federal government agencies such as government departments, health and social services, education and the Home Office. The BLS reported that anthropologists in the federal government earned an average of \$72,980 a year. Anthropologists hired by local governments received lower wages than their federal counterparts. The BLS reported an average salary of \$58,150 per year for anthropologists in local government agencies. Cultural anthropologists in the private and non-profit sectors work for a wide range of employers, including research firms, museums and consulting organizations. The BLS reported that cultural anthropologists hired by management and technical consulting firms earned an average of \$57,080 a year, while anthropologists working in research services earned less in \$52,200 a year. According to the BLS, cultural anthropologists working in museums and historical sites earned an average of \$49,590 a year. Geographical position affects the pay scale of cultural anthropologists, anthropologists, Employment. Among college and university anthropologists, the highest employment and wage levels were in California and New York, where compensation averaged \$95,470 and \$100,850 per year, respectively. The BLS reported lower wages in Texas and Connecticut. Among jobs outside of higher education, wages in the highest-paid areas ranged from \$68,160 a year in Arkansas to more than \$93,000 a year in the District of Columbia. The level of education also affects compensation for cultural anthropologists. Limited employment opportunities and potential income exist for men and women with a bachelor's degree, while the best jobs with the highest wages require at least a master's degree and often a doctorate, according to the BLS. According to the U.S. Bureau of Labor Statistics, anthropologists and archaeologists received an average annual salary of \$63,190 in 2016. At the low end, anthropologists and archaeologists earned a 25 percent salary of \$48,240, meaning 75 percent earned more than that amount. The 75th percent salary is \$81,430, or 25 percent earn more. In 2016, 7,600 people worked as anthropologists and archaeologists in the United States. About author Shane Hall is a writer and analyst with more than 20 years of experience. His work appeared in Brookings Papers on Education Policy, Population and Development and various Texas newspapers. Hall holds a Ph.D. in Political Economics and is a former lecturer at the College of Economics and Political Science. Science. aim and scope of social cultural anthropology. meaning and scope of social cultural anthropology

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