

# Table of contents

<b>Preface to the 2021 edition</b>	<b>9</b>
<b>Foreword</b>	<b>11</b>
<b>Acknowledgements</b>	<b>15</b>
<b>Introduction</b>	<b>17</b>
<b>1. What is anthropology?</b>	<b>21</b>
Why anthropology?	22
Participant observation	23
Structuralism and relativism	27
Context and holism	29
Ethnography	31
Academic and applied, reflective and engaged	33
Applied anthropology	39
...and what's the salary?	43
<b>Interlude with Corina Enache</b>	<b>45</b>
<b>Interlude with Anneke Beerkens</b>	<b>47</b>
<b>Interlude with Emma Ratia</b>	<b>50</b>
<b>2. 'What can I do with an anthropology degree?'</b>	<b>53</b>
As an undergraduate student, how can I prepare for the job market?	54
What is the added value of a master's degree in the job market?	58
What distinguishes anthropologists from other social scientists?	62
Why would an employer want to hire an anthropologist?	64
How can I 'translate' my discipline for employers?	65
How do I land my first job?	67
<b>Interlude with Lianne Quax</b>	<b>73</b>

Interlude with Rita Ouédraogo	76
Interlude with Sam van Vliet	78

### **3. Academic anthropology: working at a university 81**

Getting a doctorate	82
A postdoctoral position	86
Interlude with Bart Barendregt	91
Interlude with Naomi van Stapele	94
Interlude with Loes Berendsen	97

### **4. Unique skills of an anthropologist 101**

Ordering chaos	102
Seeing the invisible	106
Understanding the internal logic	108
Discovering patterns	111
Guiding change	113
Telling persuasive stories	115
Enriching decision-making	116
Interlude with Olof van der Gaag	119
Interlude with Mark Middel	122
Interlude with Michelle Steggerda	125

### **5. Branding anthropology 127**

Framing: anthropologists as fixers of human issues	128
Power: own your rank!	130
Language: multilingual, strategic and playful	131
Tempo: faster and with the beat	133
Nuance: strength and weakness	134
Ethics: pragmatic, bold and brave	134
Change: to describe and to create	135
Always underline you are an anthropologist	136
Interlude with Martin Ortlieb	138



<b>6. Anthropologists, employers and the job market</b>	<b>141</b>
Anthropologists on starting out	142
Anthropologists on their career paths	149
Professional fields: where anthropologists work	151
Trends and developments	152
Employers on anthropologists	153
Employer tips for anthropologists	155
Tips from working anthropologists	157
Interview with Frans Lustermans	163
Interview with Lilian Swart-Eekhout	168
Interview with Meino Zandwijk	172
<b>Conclusion</b>	<b>177</b>
<b>Bibliography</b>	<b>180</b>