

# Department of Anthropology Plimpton Lecture

*Applying Anthropology to Real World Problems*

## **Mining Cultural Metaphors in Product Development and Design**

Patricia Sunderland, Ph.D.

Dr. Sunderland is a specialist in the anthropological, ethnographic and cultural analysis of consumer worlds. Founder and president of Cultural Research & Analysis, she is also first author of *Doing Anthropology in Consumer Research* and co-editor of the 2014 *Handbook of Anthropology in Business*. Her analyses have provided the strategic insight for the successful makeover of brands and retail environments as well as contributed to the launch of new advertising, products and brand strategies for many clients including Citibank, Nissan and PepsiCo.

Founding Principal,  
Cultural Research and  
Analysis



April 8, 2021

4:00 p.m. - 5:30 p.m.

**Join Zoom Meeting**

Meeting ID: 971 7812 8282

Password: 298228



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Financial support provided by Jonathan Plimpton,  
Founder, International Business Management, Inc.