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**Abstract**

The paper critically reviews some themes and methods within qualitative research and argues for self-ethnography as an approach to study universities and other settings which the researcher is highly familiar with, and has direct access to. Advantages and disadvantages are discussed. In particular the struggle between utilizing closeness to empirically rich situations and avoid the closure following from being (staying) native is highlighted. Some ideas for self-ethnographic work in organization studies are developed. (HRK / Abstract übernommen) Alvesson, Mats, E-Mail:

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