

"... anthropology needs a broader vision. It needs to shake off its strong association with the primitive and the exotic and become genuinely global in its comparisons. From this perspective, more sustained attention to Eurasia and a renewed focus on its underlying unity might launch the transformation of our parochial scholarly tradition(s) into a mature cosmopolitan science."

- Chris Hann, in his Preface to this series

**Reindeer Nomads Meet the Market:  
Culture, Property and Globalisation at the 'End of the Land'**

'Yamal' translates as the 'end of the land' in the language of its native Nenets population. The setting of this anthropological monograph, Yamal is home to the world's largest domestic reindeer herds. The region also accounts for almost 90% of Russia's gas production, and extraction of huge untapped deposits is now about to transform vast expanses of tundra pastures into an industrial landscape. This book gives a valuable insight into nomadic life in the context of post-Soviet transformation at the onset of gas extraction. Stammer meticulously analyses relations between reindeer nomads and their social, political and natural environments. Their high level of social adaptability is combined with a sense of belonging to their animals and their land. This study makes a significant contribution to debates about nomadic pastoralism and to anthropological studies of trade, barter, property and territoriality. The book is also recommended to those with an interest in background information on the regions that fuel the global economy in the 21<sup>st</sup> century.

*"This is a tale of profound breadth and depth from a little known region with a fascinating history. The story is expertly presented in engaging language. This volume should serve scholars of different stripes and provenances, not just Arctic anthropologists. Stammer's analysis is warmly sympathetic to his hosts yet retains the appropriate level of detachment throughout. Highly recommended."*

- Bruce Forbes, research professor in global change, Arctic Centre, University of Lapland

*"A unique study which goes beyond 'culture' to give a detailed socio-economic explanation for the exceptional resilience and continuing nomadism of the Yamal Nenets. Essential reading for anyone interested in northern pastoralism, the anthropology of land and movement, or the diversity of local responses to the state."*

- Piers Vitebsky, Scott Polar Research Institute, University of Cambridge, author of "Reindeer people: living with animals and spirits in Siberia"

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Published 2005 by Lit-Verlag, 29.90 €, <http://www.centralbooks.co.uk/acatalog/>;  
<http://www.lit-verlag.de/isbn/3-8258-8046-x>; <http://www.transactionpub.com>.  
For discount orders 25% off, contact the author at [fms36@cam.ac.uk](mailto:fms36@cam.ac.uk)

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ISBN 3-8258-8046-x

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