

**Traditional Economies and Mainstream Alternatives:
Business Anthropology Looks at Dong Tree Farming**Kanglong Luo¹ and Alf H. Walle²

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ABSTRACT Business anthropology typically deals with the modern world. -In an era when economic intrusions from outsiders are increasingly impacting rural areas and indigenous people, however, a focus upon small scale societies is increasingly needed. -As an example of this issue, social and economic aspects of tree farming among the Dong (an ethnic minority of China) are discussed. In an era when many rural and indigenous peoples are being impacted by the outside business strategies, this type of example points to an important role for business anthropology.