Abstract
This article deals with the methodological, theoretical and ethical basis of anthropological knowledge: is it possible to properly apply anthropological knowledge? Furthermore, is it at all avoidable that this and any other knowledge could be applied? Should that be done? Do we wish to do it? I argue that anthropological knowledge is often applicable at different levels under different conditions, even though not all this knowledge may be applied as a whole. The basic premise to make it applicable is the quality of our work and the researchers previous training. The presence of Anthropologists is meaningful -and sometimes even essential- when knowledge of peoples culture becomes essential, since the action to undertake interferes with it. Such interference or meddlesomeness makes, of course, predictable the failure of such action, as it is a source of mistrust and sufferance by destroying or endangering, among many other things, part of the social and cultural inheritance upon which this same society does think, act, interact and even, to a certain extent, live. We expect failure because to avoid it we must seek for social and economic options that may be considered as acceptable by people themselves. It may be even necessary to imagine and create such alternatives so people can choose among a wider set of options rather than exclusively the external or internal ones. To achieve that it is compulsory to have a good knowledge of inner differences and inequalities, as well as of the value that people confer not only to material things, but also to every person that acts as a peoples representative, to those who play a role in the action and even to own groups participation and representation. It is necessary to know and to be acquainted with the sociocultural framework as well as its context. It is precisely at that point when a strong Anthropology may enlighten -It may even do it on the research process itself along with its vicissitudes- by properly grasping what is there and who is there and by also approaching to different ways of understanding the goals and thus making accessible crucial knowledge on ways of negotiating interests. And, finally yet importantly, by providing a well-informed critical view.

Keywords