

1. Record Nr.	UNINA9910456592803321
Autore	Guevarra Anna Romina <1973->
Titolo	Marketing dreams, manufacturing heroes [[electronic resource]] : the transnational labor brokering of Filipino workers // Anna Romina Guevarra
Pubbl/distr/stampa	New Brunswick, N.J., : Rutgers University Press, c2010
ISBN	1-280-49256-2 9786613587794 0-8135-4829-2
Descrizione fisica	1 online resource (275 p.)
Disciplina	331.6/2599
Soggetti	Filipinos - Employment - Foreign countries Foreign workers, Philippine Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Preface -- Acknowledgments -- Abbreviations -- 1. Home of the Great Filipino Worker -- 2. Cultivating a Filipino Ethos of Labor Migration -- 3. Governing and (Dis) Empowering Filipino Migrants -- 4. Delivering "Our Contribution to the World" -- 5. Selling Filipinas' Added Export Value -- 6. Living the Dream -- 7. Securing Their Added Export Value -- 8. Conclusion -- Notes -- References -- Index
Sommario/riassunto	In a globalized economy that is heavily sustained by the labor of immigrants, why are certain nations defined as "ideal" labor resources and why do certain groups dominate a particular labor force? The Philippines has emerged as a lucrative source of labor for countries around the world. In Marketing Dreams, Manufacturing Heroes Anna Romina Guevarra focuses on the Philippines-which views itself as the "home of the great Filipino worker"-and the multilevel brokering process that manages and sends workers worldwide. She unravels the transnational production of Filipinos as ideal migrant workers by the state and explores how race, color, class, and gender operate. The experience of Filipino nurses and domestic workers-two of the

country's prized exports-is at the core of the research, which utilizes interviews with employees at labor brokering agencies, state officials from governmental organizations in the Philippines, and nurses working in the United States. Guevarra's multisited ethnography reveals the disciplinary power that state and employment agencies exercise over care workers-managing migration and garnering wages-to govern social conduct, and brings this isolated yet widespread social problem to life.
