1. Record Nr. UNINA9910463053703321 Autore Williams L. Susan Titolo Women at work: tupperware, passion parties, and beyond / / L. Susan Williams, Michelle Bemiller Boulder, Colorado:,: Lynne Rienner Publishers,, 2011 Pubbl/distr/stampa ©2011 **ISBN** 1-58826-955-8 Descrizione fisica 1 online resource (287 p.) Disciplina 381/.14 Soggetti Home parties (Marketing) Women sales personnel Direct selling Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Includes bibliographical references and index. Nota di bibliografia Nota di contenuto ""Book Title""; ""Table of Contents""; ""List of Tables and Figures""; ""List of Case Studies""; ""Acknowledgments""; ""1-The Gendering of Parties and Markets""; ""How It All Began""; ""Our Gendered Eyes""; ""Gendering the Party Plan Economy""; ""Marketplaces of Interaction""; ""The Party Plan Economy""; ""What to Expect""; ""Chapter 2""; ""Chapter 3""; ""Chapter 4"": ""Chapter 5"": ""Chapter 6"": ""Chapter 7"": ""Notes"": ""2-Staging the Study of Parties and Markets"": ""Markets"": ""Gender Scholarship""; ""Across Time and Space: Our Mothersa€? Parties""; ""From the Field"" ""Beyond the Party""""Notes""; ""3-How the Party Plan Economy Mutes Womena€?s Work"": ""Now You See It, Now You Dona€?t: The Invisibility of Womena€?s Work""; ""From the Field""; ""Beyond the Party""; ""Notes""; ""4-How Marketplaces of Interaction Modify the Party Plan Economy""; ""Avon China""; ""Beyond Products""; ""Beyond Parties""; ""Beyond Boundaries""; ""Gender Dealings: Moving Between Public and Private Spaces""; ""From the Field""; ""Beyond the Party""; ""Notes""; ""5-When Consumption, Markets, and Movements Meet""; ""Consumption,

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