

1. Record Nr.	UNINA9910464294603321
Autore	Williams Christine L. <1959->
Titolo	Inside toyland [[electronic resource] ] : working, shopping, and social inequality // Christine L. Williams
Pubbl/distr/stampa	Berkeley, Calif., : University of California Press, c2006
ISBN	1-282-77203-1 9786612772030 0-520-93949-2
Descrizione fisica	1 online resource (265 p.)
Disciplina	381/.4568872/0973
Soggetti	Toy industry - United States - Employees Clerks (Retail trade) - United States Discrimination in employment - United States Consumers - United States Equality - United States 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 (p. 225-235) and index.
Nota di contenuto	Front matter -- CONTENTS -- ACKNOWLEDGMENTS -- 1. A SOCIOLOGIST INSIDE TOY STORES -- 2. HISTORY OF TOY SHOPPING IN AMERICA -- 3. THE SOCIAL ORGANIZATION OF TOY STORES -- 4. INEQUALITY ON THE SHOPPING FLOOR -- 5. KIDS IN TOYLAND -- 6. TOYS AND CITIZENSHIP -- NOTES -- REFERENCES -- INDEX
Sommario/riassunto	"I got my first job working in a toy store when I was 41 years old." So begins sociologist Christine Williams's description of her stint as a low-wage worker at two national toy store chains: one upscale shop and one big box outlet. In this provocative, perceptive, and lively book, studded with rich observations from the shop floor, Williams chronicles her experiences as a cashier, salesperson, and stocker and provides broad-ranging, often startling, insights into the social impact of shopping for toys. Taking a new look at what selling and buying for kids are all about, she illuminates the politics of how we shop, exposes the realities of low-wage retail work, and discovers how class, race, and gender manifest and reproduce themselves in our shopping-mall

culture. Despite their differences, Williams finds that both toy stores perpetuate social inequality in a variety of ways. She observes that workers are often assigned to different tasks and functions on the basis of gender and race; that racial dynamics between black staff and white customers can play out in complex and intense ways; that unions can't protect workers from harassment from supervisors or demeaning customers even in the upscale toy store. And she discovers how lessons that adults teach to children about shopping can legitimize economic and social hierarchies. In the end, however, *Inside Toyland* is not an anti-consumer diatribe. Williams discusses specific changes in labor law and in the organization of the retail industry that can better promote social justice.

---