

1. Record Nr.	UNINA9910777023503321
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Titolo	Work, Consumerism and the New Poor [[electronic resource]]
Pubbl/distr/stampa	Maidenhead, : McGraw-Hill Education, 2007
ISBN	1-280-95069-2 0-335-22416-4
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (136 p.)
Collana	Issues in society Work, consumerism and the new poor
Disciplina	339.46 339.4'6
Soggetti	Consumption (Economics) Labor Poor Poverty Public opinion Social aspects Work ethic Poor - Public opinion Poor - Attitudes Consumers Production (Economic theory) Public welfare Economic History Business & Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Half Title; Title; Copyright; Contents; ForeWord; Introduction; Part I; Chapter 01; Chapter 02; Part II; Chapter 03; Chapter 04; Chapter 05; Part III; Chapter 06; Notes; Index
Sommario/riassunto	It is one thing to be poor in a society of producers and universal employment; it is quite a different thing to be poor in a society of consumers, in which life projects are built around consumer choices rather than on work, professional skills or jobs. Where `being poor"

was once linked to being unemployed, today it draws its meaning primarily from the plight of a flawed consumer. This has a significant effect on the way living in poverty is experienced and on the prospects for redeeming its misery. Work, Consumerism and the New Poor traces this change over the duration of modern history. It
