

1. Record Nr.	UNINA9910787294403321
Autore	Broughton Chad
Titolo	Boom, bust, exodus : the Rust Belt, the Maquilas, and a tale of two cities // Chad Broughton
Pubbl/distr/stampa	New York, New York : , : Oxford University Press, , [2015] ©2015
ISBN	0-19-756310-4 0-19-933597-4 0-19-060886-2 0-19-933596-6
Descrizione fisica	1 online resource (425 p.)
Collana	Oxford scholarship online
Classificazione	HIS036000HIS036060HIS036090
Disciplina	330.9773/49
Soggetti	Working class - Illinois - Galesburg Working class - Mexico - Reynosa (Tamaulipas) Offshore assembly industry - Mexico - Reynosa (Tamaulipas) Globalization - Social aspects - Illinois - Galesburg Globalization - Social aspects - Mexico - Reynosa (Tamaulipas) Galesburg (Ill.) Economic conditions Reynosa (Tamaulipas, Mexico) Economic conditions Galesburg (Ill.) Social conditions Reynosa (Tamaulipas, Mexico) Social conditions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previously issued in print: 2015.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Prologue -- Boom Days in the Appliance City -- Life in the Magic Valley -- A New Era for an American Classic -- The Red-headed Stepchild -- Padre Mike and Nafta Man -- Resist, Reinvent, Resent -- "Sin Maiz, No Hay Pais" -- "The End is HERE!" -- The Mike Allen Question -- Chiles, Coyotes, and Vanilla -- Frogs, Mules, and Life after Maytag -- "Esa es Mi Vision" -- Looking North from Barra de Cazonas -- Getting Back to Work in the 'Burg -- Hojas, Blackberries, and the Tortilla King -- Treading Water in the Great Recession -- Little Detroit, El Cartel, and Aguamiel -- Epilogue.
Sommario/riassunto	"In 2002, the town of Galesburg, a slowly declining Rustbelt city of

34,000 in western Illinois, learned that it would soon lose its largest factory, a Maytag refrigerator plant that had anchored Galesburg's social and economic life for half a century. Workers at the plant earned \$15.14 an hour, had good insurance, and were assured a solid retirement. In 2004, the plant was relocated to Reynosa, Mexico, where workers spent 13-hour days assembling refrigerators for \$1.10 an hour. In *Boom, Bust, Exodus*, Broughton offers a look at the transition to a globalized economy, from the perspective of those who have felt its effects most. In today's highly commoditized world, we are increasingly divorced from the origins of the goods we consume; the human labor required to create our smart phones and hybrid cars is so far removed from the end product we need not even think about it. And yet, Broughton shows, the human cost behind the shifting currents of the global economy remains a reality. Broughton illuminates these complexities through a tale of two cities that have fared very differently in the global contest to woo or retain fickle capital. In Galesburg, the economy is a shadow of what it once was. Reynosa, in contrast, has become one of the exploding 'second-tier cities' of the developing world, thanks to the influx of foreign-owned, export-oriented maquiladoras. And yet even these distinctions cannot be finely drawn: families struggle to get by in Reynosa, and the city is beset by violence and a ruthless drug war. Those left behind in declining of Galesburg, meanwhile, do not see themselves as helpless victims: many have gone back to school, scramble from job to job, and have learned to adapt and even thrive. It is a downsized existence, but a full-sized life nonetheless"--

---