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Nota di contenuto   Front Cover -- Platform Politics: Corporate Power, Grassroots Movements and the Sharing Economy -- Copyright information -- Table of Contents -- Acknowledgements -- 1 Introducing Platform Politics -- What forms does platform politics take? -- How can we understand platform politics? -- Organisation of chapters and how to read this book -- 2 Contested Stories of Platform Capitalism: Crisis, Legitimacy and Platform Rhetoric -- The Sharing Economy reflects the crisis -- The rise and fall of the Sharing Economy category Platforms as disruption and avatars of progress: technological determinism and platform possibility -- The Sharing Economy phrasebook: redefining and 'democratising' work, corporations, democracy -- Conflict, struggle, contingency: platform politics as an open struggle -- From platform rhetoric to regulatory struggle -- 3 Trajectories of Struggle around Lean Platforms: Making Sense of Change -- The corporate political activity of lean platforms in context -- Incursion, expansion, habituation: the basis of platform struggle Politicisation, framing and mobilisation: how platforms are problematised and how they respond -- Inhibiting enforcement: non-

cooperation, withholding data, stalling and venue-shifting -- Platform power so far -- and the gaps -- 4 The Practices of Platform Power: A Typology -- How new is platform power? -- Temporary mobilisation: coordinating short-term and shallow political engagement -- Curated storytelling: selecting, editing and rehearsing user 'stories' for lobbying -- Front groups: third party activist entities created, resourced and coordinated by companies

Grassroots alliances: borrowing and co-opting the legitimacy of existing civil society organisations -- Some implications of platform power -- Rethinking platform power -- 5 Manufacturing a Movement: Platform Power at Airbnb -- Introducing the Airbnb Citizen -- Who joins Airbnb's mobilisation initiatives? Recruitment, selection and exclusion -- Searching for the right landlords -- The 'three date model' for activist recruitment -- How is Airbnb affiliated with its landlord activists? Resources, support and independence -- Redefining independence -- Tensions in platform power for platform workers

Rebranding, outsourcing, obfuscating -- 6 The Futures of Platform Politics -- Three arguments about platform politics -- Corporate power, civil society and corporate grassroots lobbying -- Platform possibility -- Notes -- Chapter 1 -- Chapter 2 -- Chapter 3 -- Chapter 4 -- Chapter 5 -- References -- Index

Sommario/riassunto	No detailed description available for ""Platform Politics"".