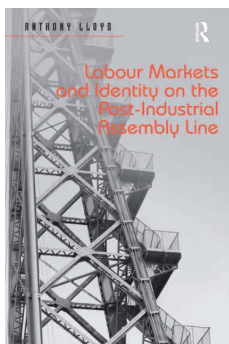


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LABOUR MARKETS AND IDENTITY ON THE POST INDUSTRIAL ASSEMBLY LINE EBOOKS 2019



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As a product of its time, the call centre utilises new developments in telecommunications and information technology to offer cost-efficient delivery systems for customer care. Efficiency, productivity and flexibility are all embodiments of neoliberal market capitalism and are all personified in the call centre operation, as well as the structure of the labour market in general. Thus the individual and the workplace are embedded in a variety of global processes. In order to frame the context in which call centre operations exist today and their employees (mainly young men and women) negotiate the increasingly risky and individualised task of developing an identity or sense of belonging in the world, Labour Markets and Identity on the Post-Industrial Assembly Line sets out the economic, social and political changes over the last three decades that have restructured the labour market, altered the balance between labour, management and the state, and unleashed global market capitalism upon previously sheltered areas of the economy and social life in both Britain and elsewhere. This ground-breaking book offers one of the first real qualitative sociological investigations of a relatively new form of employment, to see what life is like on the 'post-industrial assembly line', whilst also taking a close look at the nature of class, identity and subjectivity in relation to young people coming of age in a world dramatically altered over the last three decades.

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