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essential reading for students of globalisation, labour sociology, economic geography, industrial relations and cultural studies

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The globalisation of world trade in combination with the use of information and communications technologies is bringing about a new international division of labour, not just in manufacturing industry, as in the past, but also in work involving the processing of information.

Organisational restructuring shatters the unity of the traditional workplace, both contractually and spatially, dispersing work across the globe in ever-more attenuated value chains.

A new 'cybertariat' is in the making, sharing common labour processes, but working in remote offices and call centres

which may be continents apart and occupying very different cultural and economic places in local economies.

The implications of this are far-reaching, both for policy and for scholarship. The dynamics of this new global division of labour cannot be captured adequately within the framework of any single academic discipline. On the contrary they can only be understood in the light of a combination of insights from fields including political economy, the sociology of work, organisational theory, economic geography, development studies, industrial relations, comparative social policy,

communications studies, technology policy and gender studies.

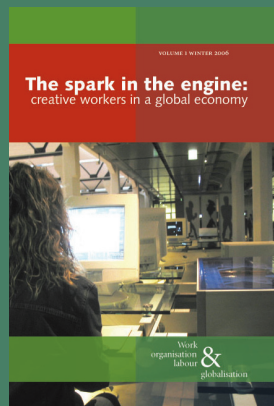
This new journal aims to bring together insights from all these fields to create a single authoritative source of information on the new global division of labour, combining theoretical analysis with the results of empirical research in a way that is accessible both to the research community and to policy-makers.

Published by Analytica Publications in association with Merlin Press, the journal will be published twice a year, with each strongly themed issue appearing separately as a book.

For more information go to <http://www.cybertariat.com>

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The Spark in the Engine: Creative Workers in a Global Economy



ISSUE 1

The global economy has an insatiable need for creative workers – to develop new products and services in a speeded-up hyper-competitive environment; to provide content for the exponentially growing mass media; to manage; and to educate, inform and pacify the expanding population. Yet creative workers themselves are subject to new forms of control and expropriation and many understand only too well the nature of the system they work under. What sort of consciousness are they developing? Will they rebel? Is there an endless supply of geese to keep laying the golden eggs or might some decide to fly the coop and imagine how to create a better world?

Contributors to this first issue of the journal include:

Andrew Ross, author of *No-Collar: The Humane Workplace and Its Hidden Costs*

Vincent Mosco, author of *The Political Economy of Communication*

Richard Shearmur, co-author of *The Periphery in the Knowledge Economy*

Bob Hughes, author of *Dust or Magic: Secrets of Successful Multimedia Design*

Ursula Huws, author of *The Making of a Cybertariat: Virtual Work in a Real World*

Plus **Armando Fernández Steinko** on the political consciousness of new media workers in Madrid, **Catherine McKercher** on trade unions in Hollywood, **Bettina Krings** on gender and creative work in Germany, **Leif Schumaker** on working conditions in the video games industry ... and more.

FIRST ISSUE

ISBN -13: 978 0 85036 582 5

ISBN-10: 0 85036 582 1

Pbk GBP 14.95

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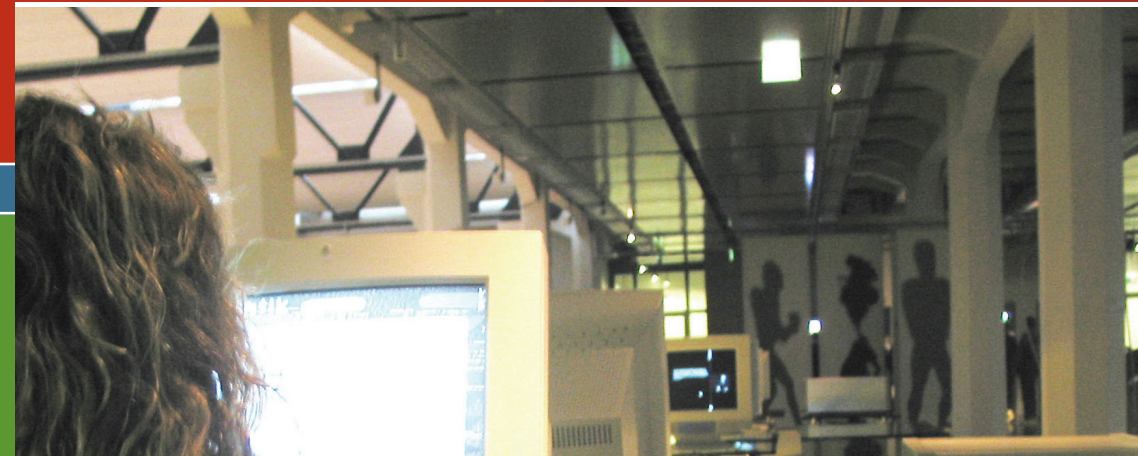
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MERLIN

VOLUME 1 WINTER 2006-07

The spark in the engine: creative workers in a global economy



ISSN 1745-641X

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Work Organisation, Labour and Globalisation is distributed online by Ingenta

www.ingentaconnect.com

ISSN 1745-6428

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First issue available November 2006