



The Creativity Hoax

Precarious Work in the Gig Economy

By George Morgan and Pariece Nelligan

Pub Date: 22 June 2018

Binding: Paperback

Price: £25.00 / \$40.00

ISBN: 9781783088447

Extent: 250 pages

Size: 153 x 229 mm /

6 x 9 inches

BISAC CATEGORY: SOCIAL SCIENCE / Sociology /

General SOCIAL SCIENCE / Sociology / Urban, BUSINESS &

ECONOMICS / Labor

BISAC CODE: SOC026000

BIC CODE: JHBL

Creativity, the leitmotif of new capitalism, has become a key neo-liberal idiom for reorganizing work and working life.

‘A great blend of the personal, the political and the empirical – this is an essential volume for anyone who wants to understand work and the problems of work in our society.’

—Kate Oakley, Professor of Cultural Policy, School of Media and Communication, University of Leeds, UK

‘This is a wonderful and important book in the best tradition of cultural studies. It explores what “autobiographies of uncertainty” feel like in contemporary capitalism. Morgan and Nelligan’s notions of “just-in-time workers”, “labile labour” and “promiscuous aspiration” look set to become key points of reference for future analyses.’

—Rosalind Gill, Professor of Cultural and Social Analysis, City, University of London, UK

‘In *The Creativity Hoax*, George Morgan and Pariece Nelligan unleash a scathing, and timely, critique of the promises and fantasies of the “gig economy”. Most poignant are the book’s diverse voices, drawn from interviews with those at the coalface of new forms of precarious work.’

—Chris Gibson, Professor of Human Geography, University of Wollongong, Australia

We often hear that creativity is the key to economic regeneration in the west, yet those who pursue creative skills/ambitions typically experience low incomes and poor career prospects. ‘*The Creativity Hoax*’ argues that the ‘call to creativity’ is designed to make workers more labile, agile and mobile, ready to shelve their ambitions and transfer their skills towards the opportunities the labour market produces.

Contents

Preface: Rustbelt Aspirational; Acknowledgements; Introduction; Chapter 1: The Creative Imperative: Remaking Capital/ Remaking Labour; Chapter 2: Post-Industrial Pedagogy; Chapter 3: Leaving Covers- Land: The Metropolitan Journey and the Creative Network; Chapter 4: Do Give Up Your Day Job; Chapter 5: Labile Labour; Chapter 6: The Just- In- Time Self ?; Chapter 7: Beyond the Social Factory: Reclaiming the Commons; Conclusion: Don’t Call Us, We’ll Call You; Bibliography; Index.

About the Author(s) / Editor(s)

George Morgan is associate professor at the Institute for Culture and Society and the School of Humanities and Communication Arts at Western Sydney University, Australia.

Pariece Nelligan is adjunct fellow at the Institute for Culture and Society at Western Sydney University, Australia.

Ordering in North America	Ordering in the UK/Rest of the World	Ordering in Australia
Books International P.O. Box 605, Herndon, VA 20172-0605 United States Tel: +1 703 661 1570 Fax: +1 703 661 1501 bimail@presswarehouse.com	NBN International Airport Business Centre, 10 Thornbury Road Plymouth, PL6 7PP Tel: 01752 202301 Fax: 01752 202333 orders@nbninternational.com	NewSouth Books Rosie Marson, UNSW Sydney NSW 2052, Australia Tel: +61 (02) 8778 9999 Fax: +61 (02) 8778 9944 orders@tldistribution.com.au

75-76 Blackfriars Road | London SE1 8HA | United Kingdom | Tel: +44 (0)20 7401 4200 | Fax: +44 (0)20 7401 4225
244 Madison Ave. #116 | New York | NY 10016 | United States | Tel: +1 646 736 7908 | Fax: +1 646 839 2934
info@anthempress.com | sales@anthempress.com | publicity@anthempress.com | www.anthempress.com