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## Bait and Switch: The Futile Pursuit of the Corporate Dream

By Barbara Ehrenreich

Granta Books. Hardback. Book Condition: new. BRAND NEW, Bait and Switch: The Futile Pursuit of the Corporate Dream, Barbara Ehrenreich, Intrigued by reports of increasing poverty and despair within America's white-collar corporate workforce, Barbara Ehrenreich decided to infiltrate their world as an undercover reporter and learn about the problems facing middle-class executives at first hand. Thinking she had set herself a pretty easy challenge, the author was quite unprepared for what happened next. Ehrenreich found herself entering a shadowy world of Internet job searches, lonely networking events and costly career-coaching sessions, a world in which 'professional' mentors and trainers offer pop-psychology and self-help mantras to desperate would-be employees. Her story is an important one - poignant and blackly funny - that delivers a stark warning about the future that faces corporate employees everywhere and calls for collective action to guard against it.



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