

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

# Is The Gig Economy A Fleeting Fad Or An Ernst Young

**This international book analyses the  
impact of digitisation in labour**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**markets, on labour relationships and also on labour processes. The rapid progress of modern disruptive technologies and AIs and their multiple applications to each phase of the labour production system, are changing the production rules on a**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**global scale with significant impacts in every aspect of work. As new technologies transform work patterns and change the type of jobs available - destroying some while creating others - and even the nature of the tasks performed, numerous**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**legal problems arise which are  
challenging to legislators and legal  
scholars who need to find  
appropriate solutions to them.  
Considering the labour law issues  
which have been created by  
technological developments and**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**currently affect the work of millions worldwide, this book highlights the full scope of these issues, suggesting solutions to emerging problems and ways to mitigate the risks brought about through technological advancement. Approaching the**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**present debate with perspectives on legal problems with expertise from a wide range of different countries, this book presents informed and scholarly studies which answer the challenges that new technologies present in labour markets, private**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**lives and labour processes.**

**FINALIST: Business Book Awards  
2019 - Start-Up Inspiration Category**

**There are new flexible and  
independent working opportunities  
available in the gig economy for  
those brave enough to seize them. It**

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

**is estimated that the number people involved with the gig economy will double in the next four years. New generation workers are realising that they can break the chains of corporate work and go at it alone. With flexible working hours, fluid**



# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

**work arrangements and technology that they can leverage to their advantage, people are creating purposeful careers that fit in with their lives, not the other way around. Working in the Gig Economy is the ultimate guide to successfully**

**Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young**

**navigating the new flexible world of work. This is a book that will allow you to really examine the possibilities of freelance and flexible working. Is it really for you? Do you have what it takes to stay motivated, get clients to hire you and achieve**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**that long-yearned for work-life balance? Thomas Oppong is an expert in entrepreneurship and the gig economy. With this book, he takes readers through the main pitfalls of working for themselves, including how to stay productive,**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**how to manage your professional network, build a personal brand and crucially how to keep the work coming and get paid on time.**

**Working in the Gig Economy is the essential guide to having a successful and fulfilling career in the gig**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young  
economy.

**Making a U-Turn in the Gig  
Economy is a comprehensive  
view into the Adventures of a Food  
Delivery Duo, each having  
had successful professional careers in  
very different disciplines. The**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**complexities of the times in which we now live, and the capricious nature of economy caused the pair to seek employment in a very different realm. This is their story,one liberally sprinkled with fun and humor, strange and intriguing**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**personalities, and a tasty look at a wide variety of food purveyors, some very good... some, well, not-so-good, but always entertaining! We hope readers will savor the choices, the funny moments and the characters who populate the many**

**Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young**

**great moments in restaurant food  
delivery!**

**Get your side hustle on with this  
handy guide that gives you hundreds  
of ideas on how to make extra  
cash—and have fun doing it! Do you  
work a regular job, but still find**



# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

**yourself wishing you had a little extra money? Or maybe you just want some extra fulfillment after hours that you just aren't finding in your 9-5. A second job—also known as a side hustle—might be the answer! Learn how to take**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**advantage of the gig economy and  
turn your time, space, skills, or stuff  
into extra cash. The Ultimate Side  
Hustle Book presents up-to-the  
minute research on 450 fun,  
resourceful, and often rewarding  
side hustle jobs, including detailed**

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

**information on the skills you need and experience required for each, how easy it is to find work, and of course, pay rates—all in an easy-to-read and fun-to-use format. In addition to helpful facts and figures, you'll find real-life anecdotes and**

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

**tips from successful side hustlers  
sprinkled throughout. From dog  
walking and tutoring to vehicle  
advertising and refereeing  
recreational sports leagues, you're  
sure to find that perfect side hustle  
that fits you and your lifestyle.**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**Unionizing Adjunct Faculty in  
America**

**The Promise and Perils of Work in  
the Gig Economy**

**The Fight Against Platform  
Capitalism**

**An Interdisciplinary Analysis**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

## **The Gig Economy**

**Conflict and Shifting Boundaries in  
the Gig Economy**

**Humans as a Service**

**This edited collection examines  
the gig economy in the age of  
convergence from a critical**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**political economic perspective.  
Contributions explore how  
media, technology, and labor are  
converging to create new modes  
of production, as well as new  
modes of resistance. From  
rideshare drivers in Los Angeles**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**to domestic workers in Delhi,  
from sex work to podcasting,  
this book draws together  
research that examines the gig  
economy's exploitation of  
workers and their resistance.  
Employing critical theoretical**



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**perspectives and methodologies  
in a variety of national contexts,  
contributors consider the roles  
that media, policy, culture, and  
history, as well as gender, race,  
and ethnicity play in forging  
working conditions in the 'gig**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**economy'. Contributors examine the complex and historical relationships between media and gig work integral to capitalism with the aim of exposing and, ultimately, ending exploitation. This book will appeal to students**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**and scholars examining questions of technology, media, and labor across media and communication studies, information studies, and labor studies as well as activists, journalists, and policymakers.**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**The wide-ranging implications of the shift to a sharing economy, a new model of organizing economic activity that may supplant traditional corporations. Sharing isn't new. Giving someone a ride, having a**

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

**guest in your spare room,  
running errands for someone,  
participating in a supper  
club—these are not revolutionary  
concepts. What is new, in the  
“sharing economy,” is that you  
are not helping a friend for free;**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**you are providing these services to a stranger for money. In this book, Arun Sundararajan, an expert on the sharing economy, explains the transition to what he describes as “crowd-based capitalism”—a new way of**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**organizing economic activity that may supplant the traditional corporate-centered model. As peer-to-peer commercial exchange blurs the lines between the personal and the professional, how will the**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**economy, government regulation, what it means to have a job, and our social fabric be affected? Drawing on extensive research and numerous real-world examples—including Airbnb, Lyft, Uber, Etsy,**



Access Free Is The Gig  
Economy A Fleeting Fad Or An

Ernst Young

**TaskRabbit, France's BlaBlaCar, China's Didi Kuaidi, and India's Ola, Sundararajan explains the basics of crowd-based capitalism. He describes the intriguing mix of “gift” and “market” in its transactions,**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**demystifies emerging blockchain technologies, and clarifies the dizzying array of emerging on-demand platforms. He considers how this new paradigm changes economic growth and the future of work. Will we live in a world of**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**empowered entrepreneurs who  
enjoy professional flexibility and  
independence? Or will we  
become disenfranchised digital  
laborers scurrying between  
platforms in search of the next  
wedge of piecework?**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**Sundararajan highlights the important policy choices and suggests possible new directions for self-regulatory organizations, labor law, and funding our social safety net. We now live in the gig economy.**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**It is a micro-economy. The word Gig actually came from a slang word for a live musical performance, recording session, or other engagement of a musician or ensemble which has a defined start and end, and is**

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

**superb. This term was originally coined by jazz musicians in the 1920s, and it has now come to mean an "engagement" or stint. An economy is a large set of inter-related production and consumption activities that help**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**determine how scarce resources are allocated. When you put these two words together, you get the gig economy. The gig economy is defined as a labor market characterized by the prevalence of short-term**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**contracts or freelance work as opposed to permanent jobs. Gig workers are independent contractors, online platform workers, contract firm workers, on-call workers, and temporary workers. In other words, gig**



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**workers behave much more like entrepreneurs than employees! An entrepreneur is a person who sets up a business or businesses, taking on financial risks in the hope of profit. That is exactly what gig workers are.**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**And that is what our new world is fast changing to! Every person should have an entrepreneurial side gig because employment cannot be guaranteed, and the world is fast changing with automation rendering certain job**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**professions obsolete! So how do you succeed in this new world which has fast changed? Where is the formula for today, the formula which is fit for the man of today and the woman of today? After decades of leading**

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

**teams and individuals through  
reaching success in  
groundbreaking areas such as  
building digital banks and  
challenging the status quo, I  
have created an amazing formula  
for success in the gig economy.**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**A formula for success in the new times we are now in. Not a formula for success in the 1920s or the 1970s, a formula for success in 2021 and beyond!!! In this book, I unveil my formula, explain it, and set on on the path**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**towards a series of successive  
successful gigs! Don't live the  
21st century using 19th century  
tools. Don't miss the fact that we  
are now right in the middle of the  
gig economy! Be up for success  
in the gig economy! Buy this**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**book and I will show you how to  
turn your life into a series of  
successive successful gigs.  
Don't make success a one hit  
wonder in your life. And don't  
engage in random acts of  
success. Rather, turn your life**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**into a series of successive  
successful gigs! Focus on the  
things which matter. Focus on  
solving real problems. And  
become very good at it, one gig  
at a time! In this book, I show  
you how.**



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**In the last five years, the world of work has changed dramatically. Thanks to technology companies like Uber, TaskRabbit, and Instacart, the new "gig economy" seems to constantly be in the news. But most of the media**

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

**focus is on the low end of the skill spectrum; little attention is being paid to the best-in-class professionals who have chosen an independent path. New digital talent platforms are developing at a rapid clip with a wide variety**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**of business models, many catering to very precise, high-value skill sets. Thriving in the Gig Economy is an actionable guidebook outlining ways to maneuver in this new world to create a path that optimizes**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**success. You will learn: The differences between the gig economy and the sharing and on-demand economies. The best ways to work with digital talent platforms and traditional consulting intermediaries.**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**Commonsense logistics around digital branding, contracts, and employment issues. The tools and services to enhance your practice. The growth in this marketplace is exponential, and Thriving in the Gig Economy is**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**one way for you to take  
advantage of all its potential.**

**The Creativity Hoax**

**The Ultimate Side Hustle Book**

**The Sharing Economy**

**450 Moneymaking Ideas for the  
Gig Economy**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**The End of Employment and the  
Rise of Crowd-Based Capitalism  
The Case of the Western Balkans  
Technoprecarious  
The digital revolution is  
changing the way we work.  
Online platforms like Amazon's**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**Mechanical Turk and Uber connect workers and consumers directly, promising both convenience and flexibility. But convenience comes at a price. Traditional protections for workers have been denied to**



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**those selling their services in  
the 'gig' economy. Algorithms  
can discriminate and deny  
workers their livelihoods without  
chance of reply. In 'Humans as a  
Service' Jeremias Prassl  
cutsthrough the rhetoric of the**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**sharing economy to expose the systematic exploitation of the new class of digital workers. He shows how legal reform can end the exploitation and restore worker protection for the digital age.**

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

**You've likely heard about the gig economy but might be wondering exactly what it entails. It's easy to assume that driving for Uber or renting your house through Airbnb are the extent of your options, but the**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**gig economy actually offers a much wider slate of opportunities. Whether you have a 9-to-5 job and are looking to pick up some extra income, or you're a recent graduate who's eager to earn as much as you**

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

**want on your own time, the gig economy can offer the freedom and flexibility you're seeking.**

**❓In Gigworker, Brett Helling provides the essential primer on the gig economy: how it evolved to where it's at now, and where**

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

**it's headed in the future. He'll show you that it's possible to replace your full-time income with multiple gigs, or balance 9-to-5 work with a 5-to-9 side gig. You'll come away with a new zeal for the gig economy, ready to**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**dive into the options at your fingertips and make money doing what you love.**

**So far, platform work has been an important laboratory for capital. Management techniques, like the use of algorithms, are**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**being tested with a view to  
exporting across the global  
economy and it is argued that  
automation is undermining  
workers' agency. Although the  
contractual trick of self-  
employment has allowed**



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**platforms to grow quickly and keep their costs down, yet it has also been the case also that workers have also found they can strike without following the existing regulations. This book develops a critique of platforms**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**and platform capitalism from the perspective of workers and contributes to the ongoing debates about the future of work and worker organising. It presents an alternative portrait returning to a focus on workers'**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**experience, focusing on  
solidarity, drawing out a global  
picture of new forms of agency.  
In particular, the book focuses  
on three dynamics that are  
driving struggles in the platform  
economy: the increasing**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**connections between workers who are no longer isolated; the lack of communication and negotiation from platforms, leading to escalating worker action around shared issues; and the internationalisation of**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**platforms, which has laid the basis for new transnational solidarity. Focusing on transport and courier workers, online workers and freelancers author Jamie Woodcock concludes by considering how workers build**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**power in different situations.  
Rather than undermining worker  
agency, platforms have instead  
provided the technical basis for  
the emergence of new global  
struggles against capitalism.  
The crisis caused by COVID-19**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**poses a major challenge for the global economy and business. It has been a test for economic resilience, and how this crisis will affect business activities will be determined by their competitiveness. Only firms that**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**have succeeded in reorienting and quickly adapting to the emerging crisis have continued without interruption in their operations, thus demonstrating their flexibility and high level of resilience. Research shows that**



# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

**companies driving the gig economy celebrate the benefits: flexibility, additional income, freedom and other various opportunities for workers. They require entrepreneurial digital skills that improve their**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**competitiveness and benefit not only themselves but the economy as well. Therefore, digital competencies are becoming a significant resource and precondition for employment, and it is essential**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**to promote digital  
entrepreneurial skills,  
introducing them into education  
programs through different  
forms of education. This book  
stresses and explores the  
importance of synergy between**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**industry and virtual universities.  
Considering the importance of  
these issues, this book draws  
together literature on  
globalization and small and  
medium enterprise development  
and internationalization from**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**disparate sources into a  
cohesive body of work, which  
traces the evolution of  
entrepreneurship and our  
understanding of the topic. It  
investigates the impact of  
digitalization on creating job**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**opportunities in the labor market. Covering social, economic and psychological approaches to the most current topics, this book will be a useful framework to new theories and practices that are emerging to**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**challenge conventional wisdom.  
It will be of interest to scholars,  
upper-level students, and  
researchers involved in the field  
of entrepreneurship.  
Making a U-Turn in the Gig  
Economy!**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young  
**Uberland**

**Is the Trend Towards Non-staff  
Employees Good for Workers?  
Introduction To Freelancing And  
The Gig Economy  
Professors in the Gig Economy  
Freelancing Online for Tech**



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**Professionals and  
Entrepreneurs  
Workers and Media in the Age of  
Convergence**

Ultimately, The Gig Academy is a call to arms, one that encourages non-tenure-track faculty, staff, postdocs,

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

graduate students, and administrative and tenure-track allies to unite in a common struggle against the neoliberal Gig Academy.

Take an in-depth look into the gig economy to see how tech professionals and entrepreneurs can earn a living as

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

freelancers and contractors. Build your own business. The pros and cons of the lifestyle and what to expect from it are discussed. In this book, author Adam Sinicki explains the impact of the gig economy and the forces that led to it as it relates to technology and working

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

online. You will understand how to make a living supplying tech skills on a "per gig" basis. Practical instructions, advice, and tips are provided on goal setting, lifestyle design, and selecting the types of work and contracts that further your goals and support the

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

things you value as you transition from a 9-5 job. What You'll Learn Know the types of work that a tech freelancer can offer: coding, SEO, web development, 3D modeling, and more Find and manage clients Negotiate pay and contracts Stay productive without a

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

manager Discover useful tools,  
websites, and apps to build your  
business and ensure a steady income  
Who This Book Is For Entrepreneurs  
who are already a part of the gig  
economy and want to learn more about  
their options, tech professionals

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

looking to transition to purely  
freelancing/contracting, companies  
interested in learning more about this  
change in the jobs market,  
technologists interested in exploring  
how the Internet is shaping the way  
people live and work, and professionals

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

interested in lifestyle design or becoming "digital nomads"

All of a sudden, everybody's talking about the gig economy. From taxi drivers to pizza deliverers to the unemployed, we are all aware of the huge changes that it is driving in our



# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

lives as workers, consumers and citizens. This is the first comprehensive overview of this highly topical subject. Drawing upon years of research, stories from gig workers, and a review of the key trends and debates, Jamie Woodcock and Mark Graham shed

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

light on how the gig economy came to be, how it works and what it's like to work in it. They show that, although it has facilitated innovative new services and created jobs for millions, it is not without cost. It allows businesses and governments to generate value while

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

passing significant risk and responsibility onto the workers that make it possible. This is not, however, an argument for turning back the clock. Instead, the authors outline four strategies that can produce a fairer platform economy that works for

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

everyone. Woodcock and Graham's critical introduction will be essential reading for students, scholars and general readers interested in the massive shifts that characterize our modern digital economy.

Machine generated contents note:

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

Preface, by Kim Tolley

Acknowledgements 1. From Golden  
Era to Gig Economy, by A. J. Angulo  
2. Understanding the Need for Unions,  
by Adrianna Kezar and Thomas  
DePaola 3. A Long History of  
Activism and Organizing, by Timothy

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

R. Cain 4. Union Organizing and the Law, by Gregory Saltzman 5. A Just Employment Approach to Adjunct Unionization, by Joseph McCartin and Nicholas Wertsch 6. Unionizing Adjunct and Tenure-Track Faculty at Notre Dame de Namur, by Kim Tolley,

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

Marianne Delaporte, and Lorenzo  
Giachetti 7. Unions, Shared  
Governance, and Historically Black  
Colleges and Universities, by Elizabeth  
K. Davenport 8. Forming a Union, by  
Shawn Gilmore 9. Wall to Wall, by  
Luke Elliot-Negri 10. California State

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

University East Bay, by Kim Geron  
and Gretchen M. Reevy Conclusion, by  
Kim Tolley and Kristen Edwards  
Contributors Appendix Index.

An Inquiry into the Global Struggles of  
the Gig Economy  
Struggling and Surviving in the



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

Sharing Economy

How the Sharing Economy Got

Hijacked and How to Win It Back

The Complete Guide to Getting Better

Work, Taking More Time Off, and

Financing the Life You Want

The Routledge Handbook of Feminist

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young Economics

Overview, Issues and Perspectives

A Roadmap for Graduates and  
Precarious Workers

Today, more than a third of  
Americans are working in the gig  
economy--mixing together short-

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

term jobs, contract work, and  
freelance assignments. For those  
who've figured out the formula, life  
has never been better! You, too, can  
learn how to embrace the  
independent and self-sufficient world  
of freelance! The Gig Economy is

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

your guide to this uncertain but ultimately rewarding world. Packed with research, exercises, and anecdotes, this eye-opening book supplies strategies--ranging from the professional to the personal--to help you leverage your skills, knowledge,

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

and network to create your own career trajectory--one immune to the impulsive whims of an employer looking only at today's bottom line. Learn how to:

- Construct a life based on your priorities and vision of success
- Cultivate connections

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

without networking• Create your own security• Build flexibility into your financial life• Face your fears by reducing risk• And much more!Corporate jobs are not only unstable--they're increasingly scarce. It's time to take charge of

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

your own career and lead the life you actually want. Start mapping out your place in the gig economy today! Politicians, educators and business leaders often tell young people they will need to develop their creative skills to be ready for the new

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

economy. Vast numbers of school leavers enrol in courses in media, communications, creative and performing arts, yet few will ever achieve the creative careers they aspire to. The big cities are filled with performers, designers,



## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

producers and writers who cannot make a living from their art/craft. They are told their creative skills are transferable but there is little available work outside retail, service and hospitality jobs. Actors can use their skills selling phone plans,

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

insurance or advertising space from call centres, but usually do so reluctantly. Most people in the 'creative industries' work as low-paid employees or freelancers, or as unpaid interns. They put up with exploitation so that they can do what

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

they love. The Creativity Hoax argues that in this individualistic and competitive environment, creative aspirants from poor and minority backgrounds are most vulnerable and precarious. Although governments in the West stress the

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

importance of culture and knowledge in economic renewal, few invest in the support and infrastructure that would allow creative aspirants to make best use of their skills.

Winner of the William G. Bowen

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

Prize Named a "Triumph" of 2018 by  
New York Times Book Critics  
Shortlisted for the 800-CEO-READ  
Business Book Award The untold  
history of the surprising origins of the  
"gig economy"--how deliberate  
decisions made by consultants and

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

CEOs in the 50s and 60s upended the stability of the workplace and the lives of millions of working men and women in postwar America. Over the last fifty years, job security has cratered as the institutions that insulated us from volatility have been

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

swept aside by a fervent belief in the market. Now every working person in America today asks the same question: how secure is my job? In Temp, Louis Hyman explains how we got to this precarious position and traces the real origins of the gig

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

economy: it was created not by accident, but by choice through a series of deliberate decisions by consultants and CEOs--long before the digital revolution. Uber is not the cause of insecurity and inequality in our country, and neither is the rest of



# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

the gig economy. The answer to our growing problems goes deeper than apps, further back than outsourcing and downsizing, and contests the most essential assumptions we have about how our businesses should work. As we make choices about the

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

future, we need to understand our past.

For decades, working permanent full-time or part-time jobs has been the traditional type of employment. Most employees typically work a set number of hours in a week and

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

perform the same set of tasks every day. However, in recent years, the workforce has shifted toward a gig economy, where many people take on a variety of short-term jobs and projects, or gigs. The most popular job is freelance work. While the gig

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

economy is novel and a great fit for many, it comes with its new challenges. Thus, learning how to master the gig economy is a worthwhile endeavor for anyone starting to freelance in the future. And all you are looking for is in this

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young book.

Challenges posed by the  
digitalisation of labour processes  
How to Find WORK in the Gig  
Economy  
Will the gig economy prevail?  
Gigged

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

Drivers and Challenges

13 Steps To Turn Your Life Into A  
Series Of Successful Gigs

Labour Law and the Gig Economy

\_\_\_\_\_ **'Excellent'** Martin Wolf,  
**Financial Times Books of the Year**  
**'Essential'** Daniel Pink, author of

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**Drive 'Wonderful' Martin Ford,  
author of The Rise of the Robots**

**\_\_\_\_\_ PROFIT INNOVATION  
GREED WELCOME TO THE  
GIG ECONOMY Between Uber  
drivers and Airbnb hosts,  
freelance jobs are becoming an**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**increasingly prominent part of  
our economy. GIGGED goes  
inside the Silicon Valley  
companies leading the way to this  
emerging 'gig economy'. It tells  
the stories of the workers - from  
computer programmers to online**



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**comment moderators - who are getting by in a new wave of precarious, short-term employment. And it sketches out what tomorrow's economy might look like- one where the fortunate get to work when they want, how**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**they want, while the rest live lives  
of extraordinary hardship. It  
might just be the future of work  
for all of us. \*Longlisted for the  
FT/McKinsey Business Book of  
the Year Award\* Praise for  
GIGGED 'Well researched and**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**beautifully written. . . Essential reading for anyone who is interested in understanding the future of our economy and society.' Ha-Joon Chang, author of 23 Things They Don't Tell You About Capitalism 'Well crafted. . .**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**a multitude of anecdotes supported by data and extensive reporting.' Forbes 'Kessler's timely book explores the personal, corporate and societal stories behind a massive tech-driven shift away from permanent office-**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**based employment.' Books of the  
Month, Financial Times 'Kessler  
illuminates a great divide-For  
people with desirable skills, the  
gig economy often permits a more  
engaging, entrepreneurial  
lifestyle; but for the unskilled who**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**turn to such work out of necessity, it's merely "the best of bad options".' Harvard Business Review 'Sarah Kessler writes like a dream. If you want to know how work is changing and how you too must change to keep up, you must**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**read this book.' Dan Lyons,  
author of Disrupted**

**Management & Workplace**

**Culture Book of the Year, 2020**

**Porchlight Business Book Awards**

**A Publishers Weekly Fall 2020**

**Big Indie Book The dark side of**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**the gig economy (Uber, Airbnb, etc.) and how to make it equitable for the users and workers most exploited. When the "sharing economy" launched a decade ago, proponents claimed that it would transform the experience of**



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**work--giving earners flexibility, autonomy, and a decent income. It was touted as a cure for social isolation and rampant ecological degradation. But this novel form of work soon sprouted a dark side: exploited Uber drivers,**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**neighborhoods ruined by Airbnb,  
racial discrimination, and rising  
carbon emissions. Several of the  
most prominent platforms are  
now faced with existential crises  
as they prioritize growth over  
fairness and long-term viability.**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**Nevertheless, the basic model--a peer-to-peer structure augmented by digital tech--holds the potential to meet its original promises. Based on nearly a decade of pioneering research, After the Gig dives into what went wrong with**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**this contemporary reimagining of labor. The book examines multiple types of data from thirteen cases to identify the unique features and potential of sharing platforms that prior research has failed to pinpoint. Juliet B. Schor presents**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**a compelling argument that we can engineer a reboot: through regulatory reforms and cooperative platforms owned and controlled by users, an equitable and truly shared economy is still possible.**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**For many, the gig economy is part of everyday life. It affects how our food and groceries are delivered, our transportation options, and where we stay when we travel. But while apps like Uber tend to receive the most attention, this**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**shift in the labor market manifests  
in many different ways.**

**Essentially, it applies to anyone  
who forgoes traditional full-time  
employment for temporary or  
contract-based work. Your  
readers will experience a wide**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**range of viewpoints that consider how the gig economy has developed, its advantages and disadvantages for both workers and consumers, and whether regulation could help ensure its growth is beneficial to all**



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young  
**involved.**

**I am excited to share with you the  
BOLDER technique - a key to  
thriving in the Gig Economy. In a  
bright summer morning of 2004, I  
quit my salaried job. I understood  
that the future of work is gig**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**work. For the last seventeen years I have mastered the process and skills of professional self-employed gig work. These skills represent a unique synthesis of personal introspection, reflection, orientation, strategy forming, and**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**so much more. It was not easy; it was a challenging journey of personal transformation. I tried, failed, and tried again. I ran into more dead ends than I would prefer to admit. I persevered. The future of work is different than**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**what we have experienced in the last century - the future of skilled, expert, professional work is gig work. My BOLDER technique to thriving in the Covid-19 gig economy saves you precious time! You will learn in a month what I**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**spent seventeen years perfecting.  
Hurry, your competition is doing  
the same, and you are running out  
of time! But first let us  
acknowledge reality. We are living  
through exciting yet unsettling  
times. We are experiencing the**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**turning point of an age... a  
transition from the late industrial  
era to the age of software. Look  
around you, software is  
everywhere. In 2011 Marc  
Andreessen from Venture Capital  
Horowitz and Andreessen said:**

*Page 142/248*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**"Software is eating the world." In the last decade and the decades to come software will continue to devour the world as we know it, bringing about extraordinary changes to our lives. One of the prime places for software**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**disruption is the workplace. The traditional workplace as we know it is a remnant of the industrial age. It is ripe for disruption. As a matter of fact, the disruption has begun with companies such as Uber and Airbnb among others,**



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**more than a decade ago, and it has accelerated since. On top of which, Covid-19 pandemic has ushered in a mega-disruption to many aspects of our lives: work included. What is the Gig Economy, why is it disrupting the**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**traditional industrial era  
workplace, and what can you do  
to thrive in the future of  
work?The gig economy is based  
on flexible, temporary, or  
freelance jobs, often involving  
connecting with clients or**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**customers through an online platform. Some claim that for gig economy workers the resumes are out experience is in. In a gig economy, temporary, flexible jobs are common, and companies tend toward hiring independent**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**contractors and freelancers  
instead of full-time employees.**

**The gig economy can benefit  
workers, businesses, and  
consumers by making work more  
adaptable to the needs of the  
moment and demand for flexible**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**lifestyles. At the same time, the gig economy can have downsides due to the erosion of traditional economic relationships between workers, businesses, and clients. Workers in the gig economy are more like**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**entrepreneurs. While they might have greater freedom of choice, their job security is rapidly becoming a thing of the past. With the impact of Covid-19 upon us, the gig economy is accelerating - do not be left behind! What can**

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**you do to thrive in the future of  
work? In this book you will get to  
practice and develop critical skills  
which will allow you to thrive in  
the gig economy. Enjoy the  
read Michael August 2020  
The Real Story of What Happened**

*Page 151/248*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**to Your Salary, Benefits, and Job  
Security**

**Success in the Gig Economy**

**Precarious Work in the Gig  
Economy**

**After the Gig**

**Entrepreneurship and Work in**

*Page 152/248*



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

**the Gig Economy**

**Thrive in the Gig Economy,  
Where Old Jobs Are Obsolete and  
Freelancing Is the Future  
How Algorithms Are Rewriting  
the Rules of Work**

*Ultimate Gig will serve to*  
*Page 153/248*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*answer questions and help  
gig-providing companies  
and workers make decisions  
by informing, inspiring  
and motivating as well as  
serving as a teaching  
tool. Most importantly it*

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*will give the reader a better understanding of the most significant labor revolution in the past 100 years as to how work can be done.*

*Using an interdisciplinary*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*approach, this book draws  
on legal, HRM,  
occupational psychology  
and economic perspectives  
to innovatively explore  
the conflicts and blurring  
boundaries affecting the*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*Gig Economy in terms of  
the worker, employee  
identity, status and  
relationships, and team  
and career management.  
Enabled by the digital  
revolution, employers*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*increasingly are  
outsourcing work to  
contractors and self-  
employed or part-time  
workers, many working off-  
site thanks to apps and Wi-  
Fi. Supporters of the so-*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*called gig economy say it  
gives workers flexibility  
and freedom to work  
anytime and anywhere and  
allows struggling  
companies to survive and  
healthy firms to compete*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*globally. But labor unions say outsourcing exploits workers and undermines the economy by allowing companies to replace full-time employees with lower-paid workers without*



# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*guaranteed hours, income,  
or benefits. And millions  
of laid-off workers must  
cobble together multiple  
jobs as independent  
contractors. On-demand gig  
workers, such as Uber*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*drivers, are protesting their lack of benefits, while Uber lobbies local and state governments to exempt it from “old economy” wage and labor laws. Recently, however,*

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*some employers have begun hiring full-time employees with full benefits again, largely because of the high turnover rates and recruitment costs associated with the gig*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young economy.

*The crowdsourcing of work  
- the 'gig economy' - has  
been hailed as a 'sharing'  
revolution, enabling  
'micro-entrepreneurs' to  
enjoy greater autonomy and*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*flexibility in taking on  
'gigs', 'rides', or  
'tasks', while customers  
benefit from the ease,  
convenience, and  
affordability of 'work on  
demand'. Is this the*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*future of work? What are the benefits and challenges of crowdsourced work? Is the gig economy fundamentally different to existing models of work and should it be kept*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*outside the scope of  
employment law, as many  
platforms claim? Humans as  
a Service offers an  
engaging and critical  
account of the gig  
economy. It charts the*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*industry's dramatic growth, explores the diverse platforms that comprise it, and describes how they operate. In scrutinising the competing narratives about 'gig'*



# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*work, the book  
demonstrates the  
importance of language:  
how claims of 'disruptive  
innovation' and 'micro-  
entrepreneurship' often  
obscure the realities of*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*highly precarious work and  
the strict algorithmic  
surveillance and control  
to which workers are  
subject. And yet, far from  
being radically new, the  
book shows that the gig*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*economy is but the latest  
(and perhaps most extreme)  
example of labour market  
practices that have  
existed for centuries.  
Turning to how the law  
should respond to the on-*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*demand economy, it argues  
that regulators can and  
must bring this work  
within the scope of  
employment law, adapting  
existing norms where  
necessary, in order to*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*protect both customers and workers. Finally, it explores the wider implications of the gig economy for markets and consumers, assessing oppprtunities and*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*challenges - if this is  
the future of work, how  
can it be made  
sustainable?*

*A Research Overview*

*How to Thrive and Succeed  
When You Choose to Work*

**Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young**

*for Yourself*

*Up For Success In The Gig  
Economy*

*Mapping Labor in the  
Neoliberal University  
Working in the Gig Economy*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*A Critical Introduction*

**Throughout the last decade, the 'gig economy' has emerged as one of the most significant developments in the world of work. As a novel, hyper-**



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*flexible form of labour,  
gig work features a  
uniquely fragmented  
working arrangement  
wherein independent  
workers partner with  
digital platform*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*organisations to provide a  
range of on-demand  
services to customers.*

*Work in the Gig Economy: A  
Research Overview provides  
a concise overview to the  
key themes and debate that*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*encompass the gig economy literature. It covers five core themes: an introduction to gig work; classification issues; the role of technology; the experiences of gig*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*workers; and the future of  
gig work. As an emerging  
and diverse research  
field, contributions stem  
from an array of  
perspectives including  
psychology, sociology,*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*human resource management,  
legal studies, and  
technology management. The  
chapters synthesise the  
most prominent insights  
into this emerging field,  
key thinking on the*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*complex relationships and conditions found in gig work, and the most significant issues to be addressed as the gig economy continues to develop. A critical*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*introduction for students,  
scholars and reflective  
professionals and  
policymakers, this book  
provides much needed  
direction through the  
rapidly growing and*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*expansive body of research  
on work in the gig  
economy.*

*“This enlightening work is  
a must for the shelves of  
every guidance and  
employment counselor.”*



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*—Canadian Counseling*

*Association COGNICA*

*Newsletter “There is much  
in here that is very  
useful . . . recommended  
for any HE careers  
library.” —AGCAS Phoenix*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*Magazine “In my mind it’s something that we, as career service professionals, should most definitely read.” –Campus career counselor “An insightful approach to how*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*one can successfully find  
work . . . [plus]  
innovative marketing ideas  
and sample marketing tools  
specifically designed for  
the 21st century.” –The  
ContactPoint Bulletin*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*We're a society that knows  
how to apply for a job.  
The challenge for  
employment seekers today  
is to become proficient at  
finding work. That's a  
much more complicated*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*process than applying for  
a job. This book guides  
employment seekers through  
that complicated process  
and gives them the tools  
and strategies they need.  
The payoff will be that*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*they will be miles ahead of the average employment seeker. And they will be on a solid foundation to succeed regardless of the upcoming challenges in the workplace.*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*Choose your hours, choose  
your work, be your own  
boss, control your own  
income. Welcome to the  
sharing economy, a  
nebulous collection of  
online platforms and apps*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*that promise to transcend  
capitalism. Supporters  
argue that the gig economy  
will reverse economic  
inequality, enhance worker  
rights, and bring  
entrepreneurship to the*



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*masses. But does it? In  
Hustle and Gig, Alexandria  
J. Ravenelle shares the  
personal stories of nearly  
eighty predominantly  
millennial workers from  
Airbnb, Uber, TaskRabbit,*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*and Kitchensurfing. Their stories underline the volatility of working in the gig economy: the autonomy these young workers expected has been usurped by the need to*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*maintain algorithm-  
approved acceptance and  
response rates. The  
sharing economy upends  
generations of workplace  
protections such as worker  
safety; workplace*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*protections around  
discrimination and sexual  
harassment; the right to  
unionize; and the right to  
redress for injuries.  
Discerning three types of  
gig economy*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*workers—Success Stories,  
who have used the gig  
economy to create the life  
they want; Strugglers, who  
can't make ends meet; and  
Strivers, who have stable  
jobs and use the sharing*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*economy for extra  
cash—Ravenelle examines  
the costs, benefits, and  
societal impact of this  
new economic movement.  
Poignant and evocative,  
Hustle and Gig exposes how*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*the gig economy is the  
millennial's version of  
minimum-wage precarious  
work.*

*The Routledge Handbook of  
Feminist Economics  
presents a comprehensive*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*overview of the  
contributions of feminist  
economics to the  
discipline of economics  
and beyond. Each chapter  
situates the topic within  
the history of the field,*



# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*reflects upon current  
debates, and looks forward  
to identify cutting-edge  
research. Consistent with  
feminist economics' goal  
of strong objectivity,  
this Handbook compiles*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*contributions from  
different traditions in  
feminist economics  
(including but not limited  
to Marxian political  
economy, institutionalist  
economics, ecological*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*economics and neoclassical economics) and from different disciplines (such as economics, philosophy and political science). The Handbook delineates the social*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*provisioning methodology  
and highlights its  
insights for the  
development of feminist  
economics. The  
contributors are a diverse  
mix of established and*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*rising scholars of  
feminist economics from  
around the globe who  
skilfully frame the  
current state and future  
direction of feminist  
economic scholarship. This*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*carefully crafted volume  
will be an essential  
resource for researchers  
and instructors of  
feminist economics.*

*Temp*

*The Gig Academy*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*Hustle and Gig*

*Work in the Gig Economy*

*How to Capitalize and*

*Compete in the New World  
of Work*

*A Complete Guide For New*

*Employee: Improve The Work*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*And Life Of Freelancers On  
Upwork*

*Gigworker: Independent  
Work and the State of the  
Gig Economy*

*An analysis that traces the role of  
digital technology in multiplying*



Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*precarity. Technoprecarious  
advances a new analytic for tracing  
how precarity unfolds across  
disparate geographical sites and  
cultural practices in the digital age.  
Digital technologies--whether apps  
like Uber built on flexible labor or*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*platforms like Airbnb that shift  
accountability to users--have  
assisted in consolidating the wealth  
and influence of a small number of  
players. These platforms have also  
furthered increasingly insecure  
conditions of work and life for*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*racial, ethnic, and sexual minorities, women, indigenous people, migrants, and peoples in the global south. At the same time, precarity has become increasingly generalized, expanding to include even the creative class and digital*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young  
*producers themselves.*

*Silicon Valley technology is transforming the way we work, and Uber is leading the charge. An American startup that promised to deliver entrepreneurship for the masses through its technology, Uber*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*instead built a new template for employment using algorithms and Internet platforms. Upending our understanding of work in the digital age, Uberland paints a future where any of us might be managed by a faceless boss. The neutral language*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*of technology masks the powerful influence algorithms have across the New Economy. Uberland chronicles the stories of drivers in more than twenty-five cities in the United States and Canada over four years, shedding light on their working*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*conditions and providing a window into how they feel behind the wheel. The book also explores Uber's outsized influence around the world: the billion-dollar company is now influencing everything from debates about sexual harassment and*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*transportation regulations to racial equality campaigns and labor rights initiatives. Based on award-winning technology ethnographer Alex Rosenblat's firsthand experience of riding over 5,000 miles with Uber drivers, daily visits to online forums,*



# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*and face-to-face discussions with senior Uber employees, Uberland goes beyond the headlines to reveal the complicated politics of popular technologies that are manipulating both workers and consumers.*

*Technological advancement and the*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*proliferation of the smartphone have reshaped the commercial landscape, providing consumers new ways to access the retail marketplace. On-demand companies are one such innovation, and underpinning on-demand commerce is the gig*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*economy, the collection of markets that match service providers to consumers of on-demand services on a gig (or job) basis. Flagship on-demand companies such as Uber (driver services) and Handy (home cleaners and household services)*

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*have garnered significant media attention both for their market success and recent legal challenges, particularly concerning the classification of gig workers.*

*Broader questions about the pros and cons of the gig economy have*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*emerged as on-demand markets grow and the gig economy expands into new sectors. By some accounts, workers willingness to participate in the gig economy provides evidence that gig work is a beneficial arrangement. Indeed, gig jobs may*

## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*yield benefits relative to traditional employment in terms of the ease of finding employment and greater flexibility to choose jobs and hours. The gig economy may facilitate bridge employment (e.g., temporary employment between career jobs or*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*between full-time work and retirement) or provide opportunities to generate income when circumstances do not accommodate traditional full-time, full-year employment. At the same time, however, the potential lack of labor*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*protections for gig workers and the precarious nature of gig work have been met with some concern. This book provides an overview of the gig economy and identifies legal and policy questions relevant to its workforce.*



## Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*The "gig economy" is a relatively recent term coined to describe a range of working arrangements that have previously been denoted as precarious, flexible and contingent. Borrowed from musicians, a "gig" describes a one-night performance,*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*but in the context of general employment, it covers the self-employed who work for hire, those on temporary, short-term contracts and on zero-hours contracts. In this concise overview, Alex de Ruyter and Martyn Brown explain the key*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*facets of the gig economy and explore the dangers and potential it affords. Drawing on recent case-studies from the UK, Europe and the USA, it offers an authoritative guide through the theories and issues that surround the gig economy. --*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*The Gig Is Up*

*Flexibility, Freedom, Rewards*

*The Sharing Aka Gig Economy*

*The Gig Economy, the End of the  
Job and the Future of Work*

*Thriving in the Gig Economy*

*Ultimate Gig*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*The BOLDER Technique*

***The gig economy has emerged with the platform delivery of services. Consumers can access a large range of services online from banking to transportation and food delivery through apps that***

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*offer consumers access to service providers. The underpinning technology is both transformational and disruptive. The specific conditions that characterise the gig economy include (a) the discontinuous nature of*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

***work and employment; (b) the prevalence of sub-contracting, independent contractors and self-employment; and (c) the direct interaction with clients in a seeming bilateral relationship with***

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*control of the process  
exercised through the  
platform organisation. Gig  
work ranges from  
professional online service  
delivery (such as editorial  
and consulting) to jobs with  
low skill entry requirements*



# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*from fast-food delivery and transport services. The motivations and challenges of gig work are identified. Then follows a consideration of the ambiguity of employment status; the access of gig workers to*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*minimum employment standards; and the difficulties associated with organising and bargaining for gig workers. Despite their isolation and the unequal power relationship between gig workers and*

# Access Free Is The Gig Economy A Fleeting Fad Or An

Ernst Young

***global online platforms, there are examples of grassroots/community organising and direct action by gig workers to improve pay and conditions. The purpose of this case is to assist students to examine***

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*the nature of the gig  
economy and gig work, the  
drivers of the gig economy,  
and the consequences in  
terms of jobs, employment  
conditions and labour  
regulation.*

*Win in a world of increasing*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*choice by becoming the  
clear, unique fit. The gig  
economy is made up of  
project-based, or on-demand  
services, that can be  
provided by anyone. The  
common denominator in the  
gig economy is technology,*

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*so our modern online-lives  
provide the perfect  
marketplace for the ever-  
diversifying opportunities  
in the gig economy. By some  
estimates, 2020 will see  
half of all workers involved  
in the gig economy. Are we*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*ready for this seismic shift  
in our work lives?*

*Freelancers need to clearly  
answer "Why choose you?" so  
that they stand out in the  
new economy. Because all  
workers in the gig economy  
need to bluntly pose this*

# Access Free Is The Gig Economy A Fleeting Fad Or An

Ernst Young

*question to themselves, The Gig Is Up is designed to answer this one key point head-on, giving readers innovative tools like Unique Value Proposition to confidently step up. The Gig Is Up offers the best boots-*



# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*on-the-ground methods for success, by evolving the reader's perspective and process. Many books on the gig economy focus on letting people live out their dreams, instead of looking at the realities of what it*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

***truly takes to win in a  
world of increasing choice.  
People need to understand  
how to compete and how to  
put the best version of  
themselves up front and  
center. The goal in  
competing today is to not***

# Access Free Is The Gig Economy A Fleeting Fad Or An Ernst Young

*only be chosen, but to move toward becoming the only choice, over and over again*  
*Increasingly, employees are being falsely treated as 'self-employed'. This phenomenon – the 'gig economy' – is seen as the*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*inevitable shape of things to come. In this book, Colin Crouch takes a step back and questions this logic. He shows how the idea of an employee – a stable status that involves a bundle of rights – has maintained a*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*curious persistence.*

*Examining the ways companies are attacking these rights, from proffering temporary work to involuntary part-time work to 'gigging', he reveals the paradoxes of the situation and argues that it*

Access Free Is The Gig  
Economy A Fleeting Fad Or An  
Ernst Young

*should not and cannot  
continue. He goes on to  
propose reforms to reverse  
the perverse incentives that  
reward irresponsible  
employers and punish good  
ones, setting out an agenda  
for a realistic future of*

Access Free Is The Gig  
Economy A Fleeting Fad Or An

Ernst Young

*secure work. Crouch's  
penetrating analysis will be  
of interest to everyone  
interested in the future of  
work, the welfare state and  
the gig economy.*

*The Gig Economy The Complete  
Guide to Getting Better*

Access Free Is The Gig  
Economy A Fleeting Fad Or An

Ernst Young

***Work, Taking More Time Off,  
and Financing the Life You  
WantAMACOM***