

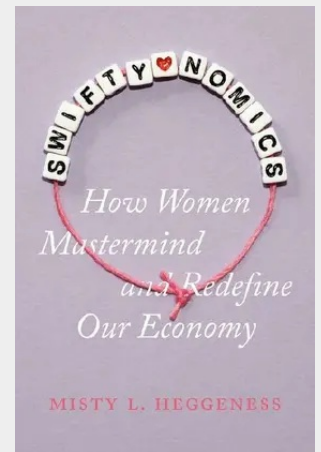
Heggeness

Swiftynomics

How Women Mastermind and Redefine Our Economy

"Makes a simple but quietly radical point: you cannot understand the modern economy—or the future of work—without understanding what is happening in women's economic lives." — Inc.com A feminist romp through pop culture that illuminates how women influence and shape the economy. Taylor Swift isn't just a pop megastar. She is a working woman whose astounding accomplishments defy patriarchal norms. And while not all women can be Beyoncé or Dolly Parton or Reese Witherspoon, the successes of these trailblazing stars help us understand the central role of women in today's economy. Swiftynomics assesses the complex economic lives of everyday American women through the stories of groundbreakers like Taylor Swift, Misty L. Heggeness digs into the data, revealing women's hidden contributions and aspirations—the unexamined value they create by pursuing their own ambitions. She highlights the abundance of productive activity in their daily lives and acknowledges the barriers they still face. Exploring critical reforms regarding caregiving and gendered labor, this book offers advice for women to thrive in an economy that was not built for them.

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29,00 €

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Nicht mehr lieferbar

Artikelnummer: 9780520403116

Medium: Buch

ISBN: 978-0-520-40311-6

Verlag: University of California

Erscheinungstermin: 01.03.2026

Sprache(n): Englisch

Auflage: 1. Auflage 2026

Produktform: Gebunden

Gewicht: 485 g

Seiten: 256

Format (B x H): 155 x 233 mm

