



Consuming Work: Youth Labor in America

Yasemin Besen-Cassino

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Youth labor is an important element in our modern economy, but as students' consumption habits have changed, so too have their reasons for working. In *Consuming Work*, Yasemin Besen-Cassino reveals that many American high school and college students work for social reasons, not monetary gain. Most are affluent, suburban, white youth employed in part-time jobs at places like the Coffee Bean so they can be associated with a cool brand, hangout with their friends, and get discounts.

Consuming Work offers a fascinating picture of youth at work and how jobs are marketed to these students. Besen-Cassino also shows how the roots of gender and class inequality in the labor force have their beginnings in this critical labor sector.

Exploring the social meaning of youth at work, and providing critical insights into labor and the youth workforce, *Consuming Work* contributes a deeper understanding of the changing nature of American labor.

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