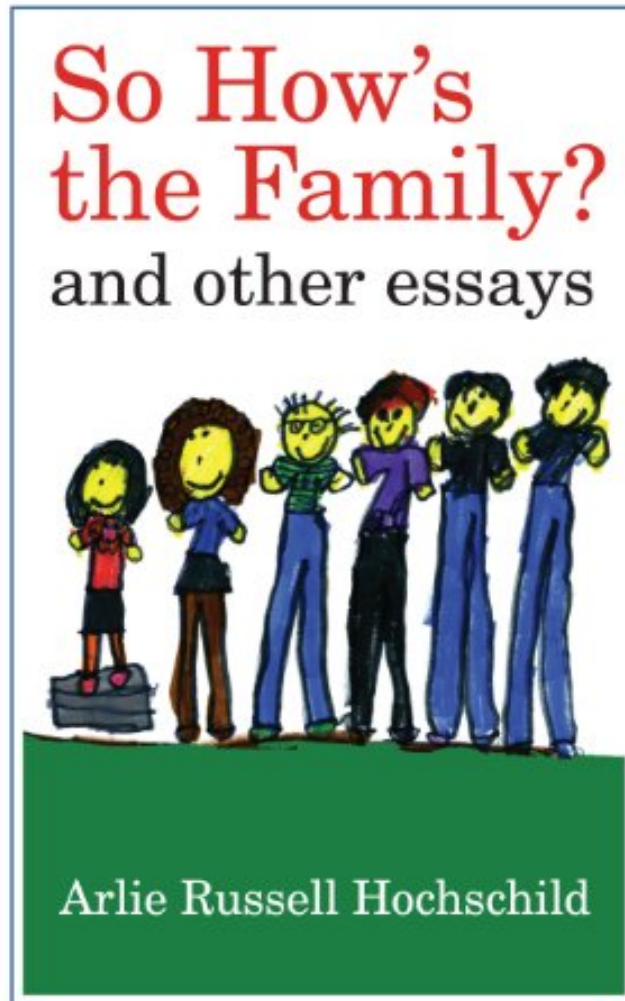


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So How's the Family?: And Other Essays

Arlie Russell Hochschild

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ethnographic eye revealing social implications in the seemingly most private details of everyday life.

In this new collection of thirteen essays, Arlie Russell Hochschild;author of the groundbreaking exploration of emotional labor, *The Managed Heart* and *The Outsourced Self*;focuses squarely on the impact of social forces on the emotional side of intimate life.From the "work" it takes to keep personal life personal, put feeling into work, and empathize with others; to the cultural "blur" between market and home; the effect of a social class gap on family wellbeing; and the movement of care workers around the globe, Hochschild raises deep questions about the modern age. In an eponymous essay, she even points towards a possible future in which a person asking "How's the family?" hears the proud answer, "Couldn't be better."

From Publishers WeeklyIn this eloquent collection of 13 essays, noted sociologist Hochschild (*The Outsourced Self: Intimate Life in Market Times*) links public trends;such as free market capitalism, branding, and globalization;to the intimate world of the family. Exploring the impact of social changes on the family unit's emotional state, she studies "online daters, migrant nannies, commercial surrogate mothers" and other modern phenomena, which serve as catalysts for reflection on changes in public discourse from 1900-2007. Her overriding concern is the ongoing struggle between the demands of the marketplace and the needs of families;how people can strengthen bonds to keep their personal lives personal, and how empathy needs to "cross the barriers of class, race, and gender." She highlights the enormous emotional toll (for both mother and child) on female migrant workers from poor countries who leave their own children behind. Grounded in sociology, Hochschild introduces ideas such as an "emotional commons"—a rich, social ecology—for comprehending how the market of wealthy countries in the "Global North" erodes the social fabric of countries in the Global South and East. The book illuminates the challenges of a deregulated, impersonal global economy and offers suggestions for restoring emotional connections. (Sept.) "Via these brief, compassionate and often amusing summaries, the themes presented here add up to an attempt to predict what the future of commercialisation and globalisation holds for the development of our emotional lives." Book of the Week--Stina Lyon Karen Shook"Times Higher Education" (09/05/2013)"When Arlie Russell Hochschild asks, "So How's the Family?" she's not inquiring about your partner and kids. She has her sights on something bigger: the American family, even the global one. In this collection of essays, the noted Berkeley sociologist, author of "The Outsourced Self, " delves into ways in which the cultural line between market and home has become increasingly blurred as the social class gap has grown wider. The family, it turns out, is not doing so well worldwide, but Hochschild says there's hope."--Gayle Brandeis"San Francisco Chronicle" (09/06/2013)From the Inside Flap"No one understands contemporary family life better than Arlie Hochschild. With compelling insight, passionate conviction, and graceful style, her essays help us decipher our increasingly complex personal lives." —Viviana A. Zelizer, author of *Economic Lives: How Culture Shapes the Economy*"Firmly grounded in the best traditions of sociology, Hochschild offers finely drawn portraits of social situations that are as achingly familiar and yet as strangely disturbing as Annie Liebowitz's close-ups of celebrity faces. Her characterization of the commercialization of intimate life – how, for example, the search for emotional connection has morphed into a branding exercise in the Internet era – is a simple and powerful dissection that force the reader to think long and hard about her underlying questions."Rosanna Hertz, Wellesley College, author of *Single by Chance, Mothers by Choice*."What could be more interesting, and fun to read, than a compilation of essays by one of the most important sociologists of the 20th Century? Arlie Hochschild identified emotional labor decades ago, and now that insight is so vitally integrated into our sociological perspective that she is often no longer even cited when her brilliant contribution is used. Here we have, in one place, essays she has written throughout her career, with the gift of a few new ones thrown in as well. The essays cover how the personal is political in personal life, and at the same time, the centrality of transnational labor for issues of justice. This is a collection that should be on every sociologist's shelf, long after its pages are well-worn, underlined, with notations in the margins, to identify those gems we don't want to ever forget."—Barbara J. Risman, Professor and Head, Department of Sociology, University of Illinois at Chicago"With penetrating insight, Arlie Hochschild's newest collection *So How's the Family?* pulls together new and revised essays to illuminate the shifting boundaries between market and home. Using the kind of market metaphor she so carefully unravels, we might say this book increases our debt: Once again, we owe much to Hochschild for writing a book with dazzling vision."—Naomi Gerstel, Professor of Sociology, University of Massachusetts, Amherst