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The Gig Economy **A Critical Introduction**

Jamie Woodcock & Mark Graham

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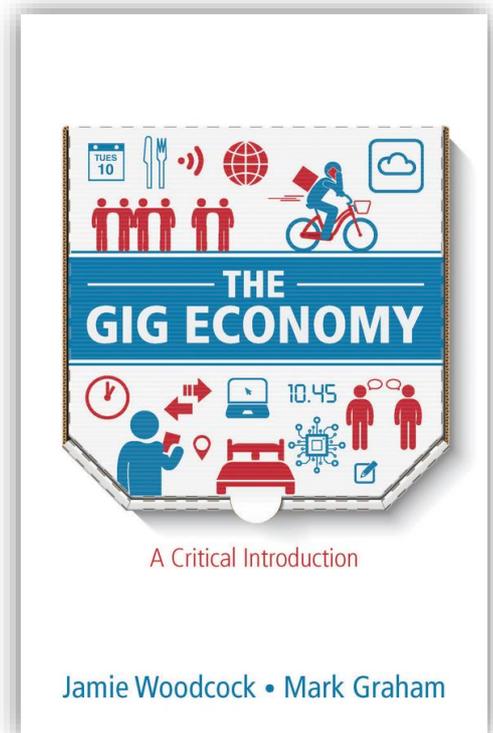
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About the book:

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's driving in our lives as workers, consumers and citizens. Drawing upon years of research, stories from gig workers, and a review of the key trends and debates, Jamie Woodcock and Mark Graham shed 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 innovatory new services and created jobs for millions, it is not without cost. It allows businesses and governments to generate value while passing significant risk and responsibility onto the workers that make it possible. This is not, however, an argument for turning the clock back. Instead, the authors outline four strategies that can produce a fairer gig economy that works for everyone.

About the authors:

Jamie Woodcock is a Researcher at the Oxford Internet Institute at the University of Oxford
Mark Graham is Professor of Internet Geography at the Oxford Internet Institute at the University of Oxford



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