

Public Abstract

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Title:Selling Class: Constructing the Professional Middle Class in America

This study analyzes the ideological constructions of class and gender in popular business advice books. The books are used as training tools in many American organizations and thus serve as a tool for socializing employees into organizational culture. Analysis found the books serve to sell readers on socio-economic class stratification by constructing professional middle class norms for work and personal life. Specifically the books construct perceptions of choice, norms of success and failure, attitudes towards education and money, and a spiritual faith in American corporations. Consequently, the books de-politicize by feminizing the professional middle class.