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both Uber and Lyft, pulls
into the parking lot when
he comes to pick me up,
giving me a moment to
search out ...

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In Uberland: How algorithms are rewriting the future of work, technology ethnographer Alex Rosenblat tackles the political realities of the Silicon Valley mythos through one of its most successful companies.

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Rosenblat spent just over four years from 2014 to 2018 conducting research with drivers for Uber and Lyft – Uber ' s slightly smaller cousin operating in North America.

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How Algorithms are Rewriting the Rules of Work examines the ride-hailing company Uber and the processes it uses to conduct its business operations. Rosenblat surveys the experiences of Uber ' s drivers, the company ' s growth model, and its high-profile controversies. She thoroughly and compellingly dismantles

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is transforming the way we work, and Uber is leading the charge. An American startup that promised to deliver entrepreneurship for the masses through its technology, Uber instead built a new template for employment using algorithms and Internet platforms.

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American startup that promised to deliver entrepreneurship for the masses through its technology, Uber instead built a new template for employment using algorithms and internet platforms.

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