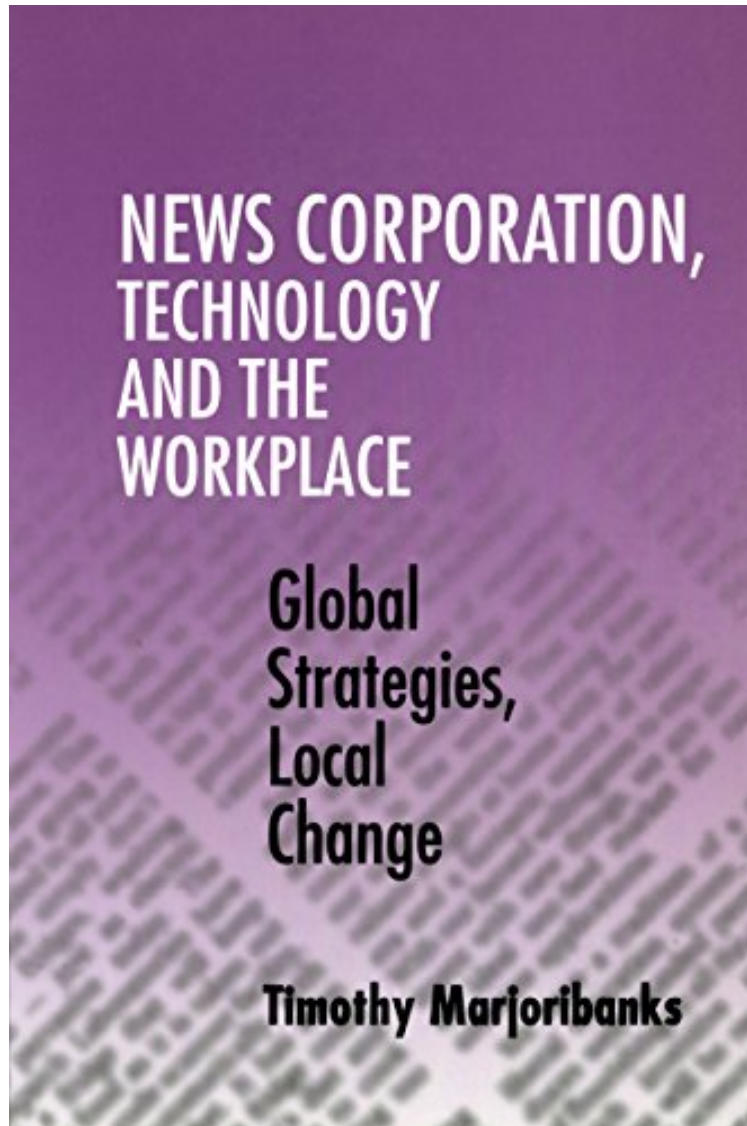


(Mobile pdf) News Corporation, Technology and the Workplace: Global Strategies, Local Change

# News Corporation, Technology and the Workplace: Global Strategies, Local Change

*Timothy Marjoribanks*

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**Timothy Marjoribanks : News Corporation, Technology and the Workplace: Global Strategies, Local Change** before purchasing it in order to gage whether or not it would be worth my time, and all praised News Corporation, Technology and the Workplace: Global Strategies, Local Change:

This book, which includes extensive interview material and primary research, examines technological innovation and

workplace restructuring carried out by News Corporation in its newspaper holdings in Britain, the United States and Australia. Timothy Marjoribanks finds that while some outcomes at various local sites were similar, many were dramatically different. His study reveals that the nature of existing social relations in a particular location has a major impact on workplace reforms. The book finds that the prevailing balance of power between trade unions and workers, management and employers, and the role of the state in these relationships are the most influential factors in determining the course of events. Significantly, it emphasises the importance of analysing the connections between events occurring locally, nationally and globally if we are to understand the growing influence of corporate actors such as News Corporation.

'... the study provides a valuable contribution to the discussion of one of the major technological changes in the late twentieth century. It also sets the case studies well in their political and industrial relations context and illuminates how technological change strategies in News Corporation evolved differently at the workplace level.' *International Journal of Employment Studies*