

MASTERS OF CRAFT

Old Jobs in the New Urban Economy

RICHARD E. OCEJO

PRINCETON UNIVERSITY PRESS
Princeton & Oxford

CONTENTS

<i>Acknowledgments</i>	ix
<i>Preface. The Daily Grind</i>	xi
Introduction. A Stroll through the Market	1
PART I	23
1 The Cocktail Renaissance	25
2 Distilling Authenticity	50
3 Working on Men	76
4 Show the Animal	101
PART II	127
5 How Middle-Class Kids Want Working-Class Jobs	129
6 The Science and the Art	159
7 Service Teaching	190
8 Getting the Job	225
Epilogue. Outcomes, Implications, and Concluding Thoughts	250
<i>Methodological Appendix</i>	267
Notes	285
References	323
Index	339