Contents

Acknowledgments ix

1 “Selling Work-First”: Introduction 1
2 “You’re All Doing the Wrong Thing”: Innovation and Common Sense 32
3 “A New Way of Doing Business”: Performance Measures, Rights, and Common Sense 67
4 New Technology and New Customers 101
5 “We Are a Thorn in the Side of Those Who Won’t Change”: Buying into Work-First 136
6 “Not Everybody Fits into Their Box”: Work-First, Gender, Race, and Families 170
7 “Don’t Blame Me, It Wasn’t Up to Me!”: Policy Recommendations from Everyday Experience 205
8 Conclusion: Envisioning “A New Common Sense” 247

Appendix 269
Notes 273
Bibliography 291
Index 315
About the Author 319