



For We are Sold, I and My People (Suny Series in the Anthropology of Work): Women and Industry in Mexico's Frontier

Maria Patricia Fernandez-Kelly

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On the basis of systematic research and personal experience, *For We Are Sold, I and My People* uncovers some of the social costs of modern production. Maria Patricia Fernandez-Kelly peels off the labels--"Made in Taiwan," "Assembled in Mexico"--and the trade names--RCA, Sony, General Motors, United Technologies, General Electric, Mattel, Chrysler, American Hospital Supply--to reveal the hidden human dimensions of present-day multinational manufacturing procedures.

Focusing on Ciudad Juarez, located at the United States-Mexican border, Fernandez-Kelly examines the reality of *maquiladoras*, the hundreds of assembly plants that since the 1960s have been used by the Mexican government as part of its development strategy. Most *maquiladoras* function as subsidiaries of large U.S.-based corporations and a majority of the employees are women. Drawing from current knowledge in political economy and anthropology, this study focuses on one common denominator of the international division of labor--a growing proletariat of Third World women exploited by what some experts are calling "the global assembly line."

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