## Contents

Introduction

Preface and Acknowledgements vii Abbreviations xi

## Part I: Heading Home: Forced Choices

- 1. Choice and Confidence Culture/Toxic Work Culture 27
- 2. The Balanced Woman/Unequal Homes 49

## Part II: Heading the Home: The Personal Consequences of Forced Choices

- 3. Cupcake Mom/Family CEO 75
- 4. Aberrant Mothers/Captive Wives 105

## Part III: Heading Where? Curbed Desires

- 5. The Mompreneur/Inarticulate Desire 139
- 6. Inevitable Change/Invisible Chains 167

Conclusion: Impatience 193

Appendix 1: Interviewees' Key Characteristics 219

Appendix 2: List of Media and Policy Representations 223

Appendix 3: Study Methodology 233

Appendix 4: Characteristics of UK Stay-at-Home Mothers 243

Notes 245

Index 281