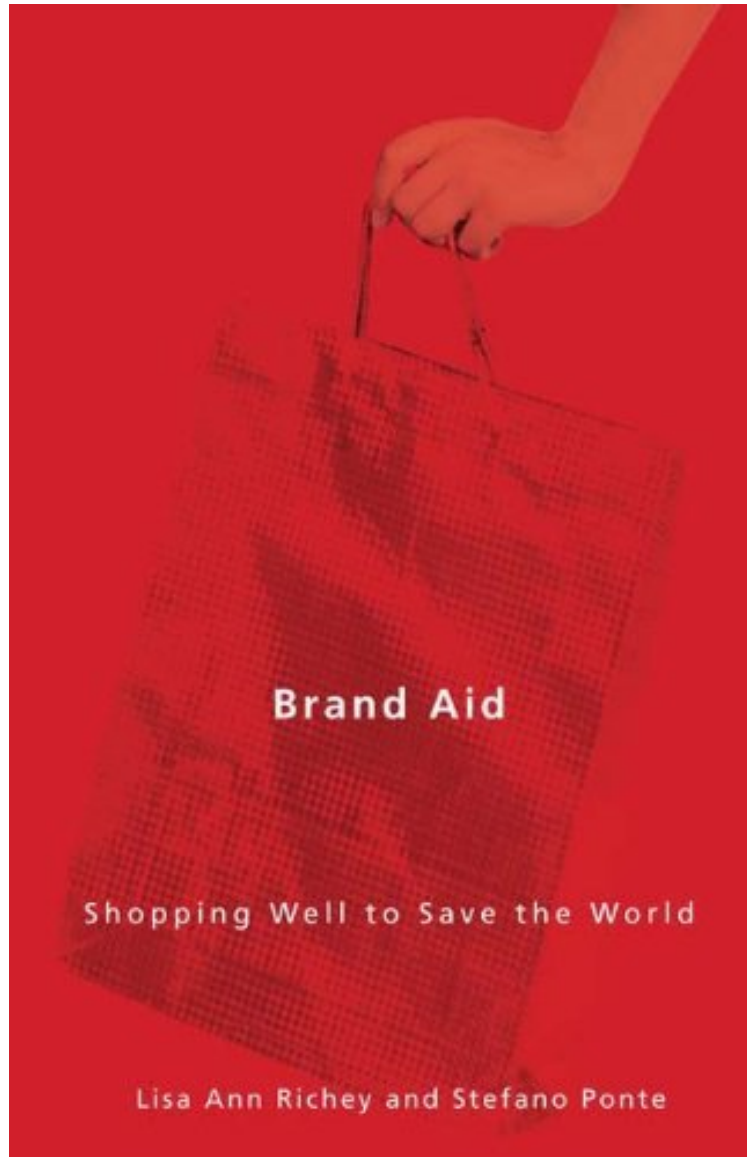


(Free read ebook) Brand Aid: Shopping Well to Save the World (Quadrant Books)

Brand Aid: Shopping Well to Save the World (Quadrant Books)

Lisa Ann Richey

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Lisa Ann Richey : Brand Aid: Shopping Well to Save the World (Quadrant Books) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Aid: Shopping Well to Save the World (Quadrant Books):

1 of 2 people found the following review helpful. Gives Loads of Information that I couldn't Find Elsewhere. By stinsontmGreat book! I had to do a research project on Non-Governmental Organizations and decided to research RED. My professor recommended this book and upon receiving it, I was able to answer so many more questions just from the text than anywhere else online. Very pleased.

"Has there ever been a better reason to shop?" asks an ad for the Product RED American Express card, telling members who use the card that buying "cappuccinos or cashmeres" will help to fight AIDS in Africa. Cofounded in 2006 by the rock star Bono, Product RED has been a particularly successful example of a new trend in celebrity-driven international aid and development, one explicitly linked to commerce, not philanthropy.

From Publishers Weekly Product RED, co-founded by Bono, has combined charitable giving and conspicuous consumption on a scale and with a reach never before seen. Consumers can confront AIDS in Africa simply by buying a shirt. But, as Richey and Ponte argue in their meticulously researched polemic, the devil resides in the details. By simplifying the transaction (one dollar spent equals a certain number of pills), RED effectively dodges thornier issues, such as the need for lifelong treatment or the delivery of medicine to "resource-poor settings" that lack necessary refrigeration. Participating companies still profit, of course; though RED had contributed only about 1% of the .8 billion disbursed to parent charity The Global Fund by late 2008, its high visibility and "cool quotient" have helped keep it top-of-mind for consumers. It has also succeeded by redefining the way brands, charities, and consumers interact, the authors argue. Their focus on RED at the exclusion of almost all others is equally illuminating and reductive; examination of other efforts, trends, or the efficacy of delivering aid feel cursory. Readers and academics interested in the ways corporate philanthropy is evolving will find this useful, as will armchair sociologists, but the relentless focus feels at times akin to a Senate hearing. (Mar.) "There is a desperate need for critical intervention in debates about Product RED and other manifestations of development capitalism. Brand Aid, a smart and edgy book, deftly meets that need. It asks big, penetrating questions about production, consumption, and global inequality and it answers them in rich and provocative ways." —Samantha King, Queens University