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Titolo	Brand aid [[electronic resource] ] : shopping well to save the world // Lisa Ann Richey and Stefano Ponte
Pubbl/distr/stampa	Minneapolis [Minn.], : University of Minnesota Press, c2011
ISBN	0-8166-7667-4
Descrizione fisica	1 online resource (272 p.)
Collana	A Quadrant Book
Altri autori (Persone)	PonteStefano
Disciplina	361.2/6
Soggetti	Economic assistance - Developing countries Celebrities - Political activity Social entrepreneurship Social responsibility of business Branding (Marketing) - Social aspects Consumption (Economics) - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A Quadrant Book."
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: RED and the reinvention of international aid -- Band aid to brand aid: celebrity experts and expert celebrities -- The rock man's burden: fair vanity and virtual salvation -- Saving Africa: AIDS and the rebranding of aid -- Hard commerce: corporate social responsibility for distant others -- Doing good by shopping well: the rise of "causumer" culture -- Conclusion: celebrities, consumers, and everyone else.
Sommario/riassunto	"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 cashmere will help to fight AIDS in Africa. Co-founded 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. In Brand Aid, Lisa Ann Richey and Stefano Ponte offer a deeply informed and stinging critique of "compassionate consumption."