



## Pink Ribbons, Inc.: Breast Cancer and the Politics of Philanthropy

By Samantha King

Univ Of Minnesota Press. Paperback. Book Condition: New. Paperback. 208 pages. Dimensions: 8.8in. x 5.4in. x 0.6in. Samantha King explains how, beyond being an all-too-frequent and still-too-lethal disease for many women, breast cancer is a corporate dream come true. HerizonsFascinating. Kings deft and thoughtful interpretation of the pink ribbon phenomenon is an important wake-up call. Going against the grain, she takes a clear-eyed look at a trend that often seems to outshine the disease that put it on the map. Womens Review of BooksKings criticisms of breast-cancer philanthropy provide a new means of looking at one of our cultures most celebrated causes. For anyone who has ever squirreled away yogurt lids for the cause, Pink Ribbons, Inc. is food for thought. BitchA fascinating read for anyone whose life has been touched by breast cancer. CurveBreast cancer advocacy is being transformed from meaningful civic participation into purchasing products. To understand the personal, social, and political costs, read this book. Barbara Brenner, Executive Director of Breast Cancer ActionIn Pink Ribbons, Inc. , Samantha King traces how breast cancer has been transformed from a stigmatized disease and individual tragedy to a market-driven industry of survivorship. Here, for the first time, King questions the effectiveness...



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