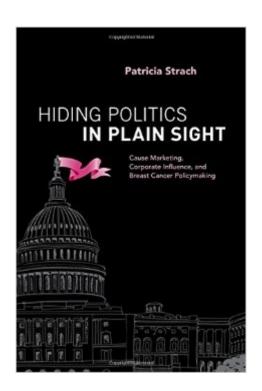
The book was found

Hiding Politics In Plain Sight: Cause Marketing, Corporate Influence, And Breast Cancer Policymaking





Synopsis

As late as the 1980s, breast cancer was a stigmatized disease, so much so that local reporters avoided using the word "breast" in their stories and early breast cancer organizations steered clear of it in their names. But activists with business backgrounds began to partner with corporations for sponsored runs and cause-marketing products, from which a portion of the proceeds would benefit breast cancer research. Branding breast cancer as "pink"--hopeful, positive, uncontroversial--on the products Americans see every day, these activists and corporations generated a pervasive understanding of breast cancer that is widely shared by the public and embraced by policymakers. Clearly, they have been successful: today, more Americans know that the pink ribbon is the symbol of breast cancer than know the name of the vice president. Hiding Politics in Plain Sight examines the costs of employing market mechanisms--especially cause marketing--as a strategy for change. Patricia Strach suggests that market mechanisms do more than raise awareness of issues or money to support charities: they also affect politics. She shows that market mechanisms, like corporate-sponsored walks or cause-marketing, shift issue definition away from the contentious processes in the political sphere to the market, where advertising campaigns portray complex issues along a single dimension with a simple solution: breast cancer research will find a cure and Americans can participate easily by purchasing specially-marked products. This market competition privileges even more specialized actors with connections to business. As well, cooperative market activism fundamentally alters the public sphere by importing processes, values, and biases of market-based action into politics. Market activism does not just bring social concerns into market transactions, it also brings market biases into public policymaking, which is inherently undemocratic. As a result, industry and key activists work cooperatively rather than contentiously, and they define issues as consensual rather than controversial, essentially hiding politics in plain sight.

Book Information

Paperback: 256 pages

Publisher: Oxford University Press; 1 edition (September 20, 2016)

Language: English

ISBN-10: 0190606851

ISBN-13: 978-0190606855

Product Dimensions: 6.1 x 0.6 x 9.1 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #389,397 in Books (See Top 100 in Books) #82 in Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Cultural Policy #154 in Books > Health, Fitness & Dieting > Diseases & Physical Ailments > Cancer > Breast Cancer #437 in Books > Textbooks > Business & Finance > Marketing

Download to continue reading...

Hiding Politics in Plain Sight: Cause Marketing, Corporate Influence, and Breast Cancer Policymaking Cancer: Cancer Cure: Natural Cancer Cures And Chemo Alternatives (Cancer, Cancer Cure, Cancer Diet, Coping With Cancer, Cancer Books, Breast Cancer, Lung Cancer, Cancer Prevention, Colon Cancer) Cancer: Coping With Cancer: Controlling and Understanding Emotions of Cancer (Cancer, Cancer Books, Breast Cancer, Colon Cancer, Lung Cancer, Cancer Diet, Preventing Cancer, Cancer Prevention, Cancer Cure) Cancer: Cancer Prevention: Killing Cancer By Preventing It. Instantly Prevent Cancer (Cancer, Cancer Prevention, Cancer Cure, Coping With Cancer, Cancer Books, Breast ... Cancer, Leukemia, Colon Cancer, Skin Cancer) Outsmart Cancer: The Proven Cure For Beating Cancer With Healthy Nutrition And Vitamin B17 (Cancer, Cancer Cure, Cancer Diet, Coping With Cancer, Cancer Books, Breast Cancer, Lung Cancer, Cancer Prevention) Cancer: Coping With Cancer: How To Cope When A Loved One Has Cancer Without Any Grieving (Cancer, Coping With Cancer, Cancer Books, Breast Cancer, Colon Cancer, Lung ... Cure, Prostate Cancer, Cancer Prevention) Breast Cancer Prevention and Recovery: The Ultimate Guide to Healing, Recovery and Growth: prostate cancer, bone cancer, brain cancer, breast cancer, colorectal, ... cancer killers, cancer is not a disease,) The Breast Cancer Patient's Survival Guide: Amazing Medical Strategies for Winning: A Natural Guide to Treatment of Cancer, Breast Cancer, Cancer and Nutrition, Beating Cancer and Fighting Cancer Anti-Cancer Diet: An Ultimate Guide to Reverse and Prevent Cancer Naturally! (anti-cancer diet, anti-cancer cookbook, anti-cancer diet recipes, reverse cancer, prevent cancer) Sight Word Sentences Lesson 1: 5 Sentences Teach 20 Sight Words with Flash Cards (Learn to Read Sight Words) Hiding in Plain Sight: The Secret Life of Raymond Burr Confessions of a Sociopath: A Life Spent Hiding in Plain Sight Breast Cancer Treatment Handbook: Understanding the Disease, Treatments, Emotions, and Recovery From Breast Cancer Heal Breast Cancer Naturally: 7 Essential Steps to Beating Breast Cancer Youtube: Online Marketing. How To Make Money On Youtube For Beginners And Increase Your Audience.: (youtube, youtube video marketing, how to make ... money, youtube marketing, ebay) (Volume 1) Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media Marketing, Instagram Marketing, Instagram Tips) Web 4.0 Marketing: The Black Book of Powerful Online Marketing Strategies & Tactics: Online Marketing Series, Book 2

Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) Como Crear Un Plan De Marketing Eficaz: GuÃ- a para novatos y expertos para crear un estrategÃ- a de marketing efectiva (Internet Marketing nº 2) (Spanish Edition) 101 Animal Jokes For Kids: Using Sight Words To Learn How To Read: Illustrated Picture Book for ages 5-9. Teaches your kid Sight Words for Beginner readers

<u>Dmca</u>