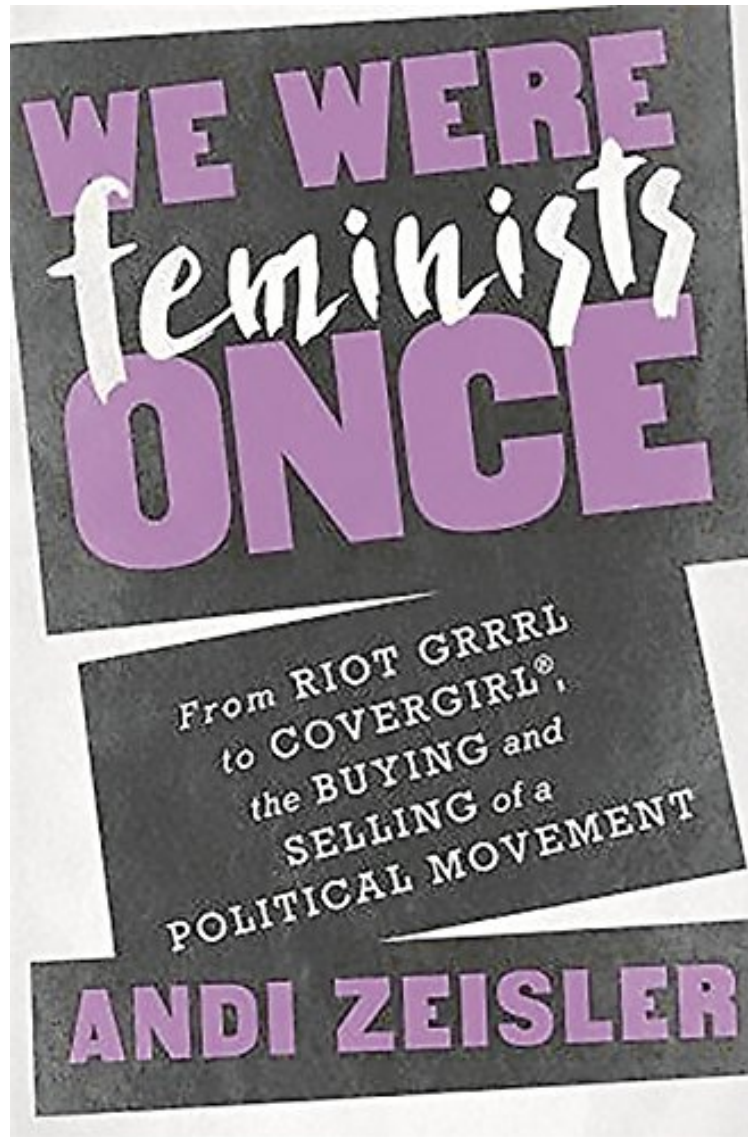


(Ebook free) We Were Feminists Once: From Riot Grrrl to CoverGirl, the Buying and Selling of a Political Movement

We Were Feminists Once: From Riot Grrrl to CoverGirl, the Buying and Selling of a Political Movement

Andi Zeisler

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Andi Zeisler : We Were Feminists Once: From Riot Grrrl to CoverGirl, the Buying and Selling of a Political Movement before purchasing it in order to gage whether or not it would be worth my time, and all praised We Were Feminists Once: From Riot Grrrl to CoverGirl, the Buying and Selling of a Political Movement:

0 of 0 people found the following review helpful. If you're interested in feminism and marketing strategies - read this

book. By Customer Full disclosure, I work in marketing and truly enjoy diving into nostalgia, advertising strategy the effects of pop culture on society. So naturally, I loved this book. I even loved the parts I didn't agree with. In short, Zeisler works her way (relatively) chronologically through the feminist movement pointing out flaws, interesting trends and horrific mistakes in commercial - marketplace - feminism. Not only does she support her many points and arguments with sources facts - she's incredibly insightful, unforgiving and witty. I would've loved an Aftermath about taking steps away from marketplace feminism but one could argue that it's almost impossible. Either way, if marketing strategies and feminism interest you, this is a must-read. 3 of 3 people found the following review helpful. An amazing take on Feminism at it's most marketable By An amazing take on Feminism at it's most marketable. If you've seen an ad for feminist perfume and felt a little strange about it, this is a book for you. 0 of 0 people found the following review helpful. Compelling Critique By Alex Dean She performs the quality of social analysis to which any social critique aspires. Her clear arguments contribute a compelling critique to the movement.

Feminism has hit the big time. Once a dirty word brushed away with a grimace, feminist has been rebranded as a shiny label sported by movie and pop stars, fashion designers, and multi-hyphenate powerhouses like Beyoncé. It drives advertising and marketing campaigns for everything from wireless plans to underwear to perfume, presenting what's long been a movement for social justice as just another consumer choice in a vast market. Individual self-actualization is the goal, shopping more often than not the means, and celebrities the mouthpieces. But what does it mean when social change becomes a brand identity? Feminism's splashy arrival at the center of today's media and pop-culture marketplace, after all, hasn't offered solutions to the movement's unfinished business. Planned Parenthood is under sustained attack, women are still paid 77 percent or less of the man's dollar, and vicious attacks on women, both on- and offline, are utterly routine. Andi Zeisler, a founding editor of Bitch Media, draws on more than twenty years' experience interpreting popular culture in this biting history of how feminism has been co-opted, watered down, and turned into a gyratory media trend. Surveying movies, television, advertising, fashion, and more, Zeisler reveals a media landscape brimming with the language of empowerment, but offering little in the way of transformational change. Witty, fearless, and unflinching, *We Were Feminists Once* is the story of how we let this happen, and how we can amplify feminism's real purpose and power.

A shrewd survey Zeisler serves up a series of subtle and fascinating vignettes with all the smart banter you'd expect from an article in Bitch Magazine. This is a fun, funny, deeply learned book that is too clever to come to a simple conclusion. Laurie Penny, *New York Times Book Review*. Zeisler is an incisive, tough-minded writer, attacking her subjects with a diamond cutter. A funny, polished, intrepid book. Jennifer Senior, *New York Times*. Sharp and witty, the book is filled with astute analysis. *The New Yorker*. A sharp new examination of the uses and misuses of feminism. Wide-ranging and thoroughly entertaining. Kate Tuttle, *The Boston Globe*. Artful and merciless. With this challenging book, Zeisler's proved that feminism can be complex and hard and fun, too. *The Washington Post*. A vital commentary. An ambitious project where the author pulls off deep, intelligent analysis in a markedly conversational tone. Zeisler has delivered an accessible, nuanced critique of how representations of feminism have shifted over decades. Stacey May Fowles, *The Globe and Mail*.