Cofounded by the rock star Bono in 2006, Product RED exemplifies a new trend in celebrity-driven international aid and development, one explicitly linked to commerce, not philanthropy. Brand Aid offers a deeply informed and stinging critique of “compassionate consumption,” arguing that such campaigns advance the expansion of consumption far more than they meet the needs of the people they ostensibly serve.

“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.” —Samantha King, Queens University

“Readers and academics interested in the ways corporate philanthropy is evolving will find this useful, as will armchair sociologists.” —Publishers Weekly

“Brand Aid is an original and important contribution to the critique of international development. Lisa Ann Richey and Stefano Ponte argue that the celebritization of aid marks an important shift that in effect divests the wealthy of any responsibility for global poverty. Brand Aid is a great book.” —Vinh Kim Nguyen, University of Montreal