

Brand Aid

Shopping Well to Save the World

**Lisa Ann Richey
and Stefano Ponte**



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

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“*Brand Aid* is an original and important contribution to the critique of international development. Lisa Ann Richey and Stefano Ponte argue that the celebrityization 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

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