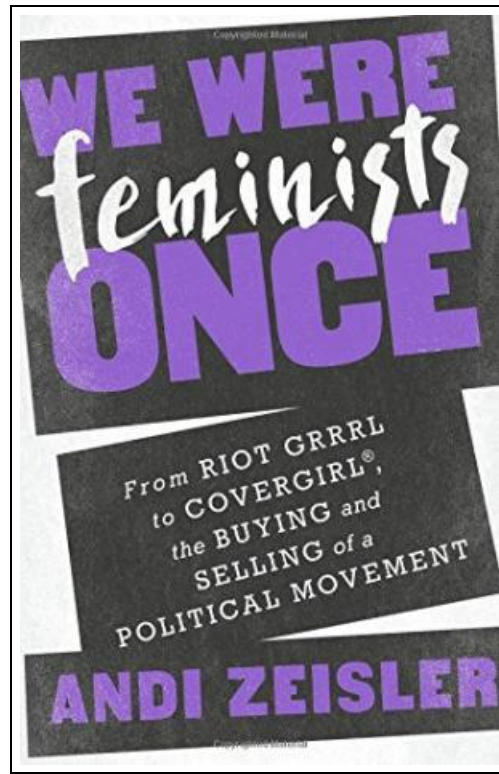


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WE WERE FEMINISTS ONCE: FROM RIOT GRRRL TO COVERGIRL(R), THE BUYING AND SELLING OF A POLITICAL MOVEMENT (HARDBACK)

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The Perseus Books Group, United States, 2016. Hardback. Book Condition: New. 235 x 156 mm. Language: English . Brand New Book. 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 Beyonce. 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.



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