

Pinkwashing Not Market Women

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Discover how to invest your capital to achieve a powerful, lasting impact on the world. The *Global Handbook of Impact Investing: Solving Global Problems Via Smarter Capital Markets Towards A More Sustainable Society* is an insightful guide to the growing world-wide movement of Impact Investing. Impact investors seek to realize lasting, beneficial improvements in society by allocating capital to sources of impactful and sustainable profit. This Handbook is a how-to guide for institutional investors, including family offices, foundations, endowments, governments, and international organizations, as well as academics, students, and everyday investors globally. The Handbook's wide-ranging contributions from around the world make a powerful case for positive impact and profit to fund substantive, lasting solutions that solve critical problems across the world. Edited by two experienced and distinguished professionals in the sustainable investing arena and authored by two dozen renowned experts from finance, academia, and multilateral organizations from around the world, the *Global Handbook of Impact Investing* educates, inspires, and spurs action towards more responsible investing across all asset classes, resulting in smarter capital markets, including how to:

- Realize positive impact and profit
- Integrate impact into investment decision-making and portfolio
- Allocate impactful investments across all asset classes
- Apply unique Impact Investing frameworks
- Measure, evaluate and report on impact
- Learn from case examples around the globe
- Pursue Best Practices in Impact Investing and impact reporting

While other resources may take a local or limited approach to the subject, this Handbook gathers global knowledge and results from public and private institutions spanning five continents. The authors also make a powerful case for the ability of Impact Investing to lead to substantive and lasting change that addresses critical problems across the world.

"A Land With A People began as a storytelling project of Jewish Voice for Peace-New York City and subsequently transformed into a theater project performed throughout the New York City area. A Land With A People elevates rarely heard Palestinian and Jewish voices and visions. It brings us the narratives of secular, Muslim, Christian, and LGBTQ Palestinians who endure the particular brand of settler colonialism known as Zionism. It relays the transformational journeys of Ashkenazi, Mizrahi, Palestinian and LGBTQ Jews who have come to reject the received Zionist narrative.

Unflinching in their confrontation of the power dynamics that underlie their transformation process, these writers find the courage to face what has happened to historic Palestine, and to their own families as a result. Stories touch hearts, open minds, and transform our understanding of the "other"-as well as comprehension of our own roles and responsibilities. A Land With a People emerges from this reckoning. Contextualized by a detailed historical introduction and timeline charting 150 years of Palestinian and Jewish resistance to Zionism, this collection will stir emotions, provoke fresh thinking, and point to a more hopeful, loving future-one in which Palestine/Israel is seen for what it is in its entirety, as well as for what it can be"--

Seeking Rights from the Left offers a unique comparative assessment of left-leaning Latin American governments by examining their engagement with feminist, women's, and LGBT movements and issues. Focusing on the "Pink Tide" in eight national cases—Argentina, Bolivia, Brazil, Chile, Ecuador,

Nicaragua, Uruguay, and Venezuela—the contributors evaluate how the Left addressed gender- and sexuality-based rights through the state. Most of these governments improved the basic conditions of poor women and their families. Many significantly advanced women's representation in national legislatures. Some legalized same-sex relationships and enabled their citizens to claim their own gender identity. They also opened opportunities for feminist and LGBT movements to press forward their demands. But at the same time, these governments have largely relied on heteropatriarchal relations of power, ignoring or rejecting the more challenging elements of a social agenda and engaging in strategic trade-offs among gender and sexual rights. Moreover, the comparative examination of such rights arenas reveals that the Left's more general political and economic projects have been profoundly, if at times unintentionally, informed by traditional understandings of gender and sexuality. Contributors: Sonia E. Alvarez, María Constanza Diaz, Rachel Elfenbein, Elisabeth Jay Friedman, Niki Johnson, Victoria Keller, Edurne Larracoechea Bohigas, Amy Lind, Marlise Matos, Shawna Mullenax, Ana Laura Rodríguez Gustá, Diego Sempol, Constanza Tabbush, Gwynn Thomas, Catalina Trebisacce, Annie Wilkinson Beck Carnell is a driven CEO whose upbringing in the fishing village of Herring Neck, Newfoundland, both haunts and comforts her as she battles her demons and her rivals in a world where misery translates to fundraising opportunity. The marketing press calls Beck's Toronto firm, Social Good, "an edgy, dynamic shop catering to charities and interest groups." Together with a team comprised of talented political organizers, social media sages, and newcomers seeking success, Beck attempts to carve her way through both personal and professional challenges in the murky waters of modern-day faith, hope, and charity. Now only time will tell if she can simultaneously save the world, her firm and her sanity as she copes with heartbreak, wades through the stickiness of childhood memories and fights for what she sees as justice. In this dark comedy, a shrewd charity marketer on a fast-paced journey to achieve professional triumph is forced to walk a fine line between her past and present, ultimately discovering the true meaning of unconditional love.

Disease Prevention and the Environmental Breast Cancer Movement
Gender, Sexuality, and the Latin American Pink Tide
Pink Ribbon Blues

Intersections of Policy, Research, and Practice
Sustainability, Activism, and Resistance

A Land With a People

A Queer Critical Legal Studies Approach to Law Reform

This book is the first to offer explicitly feminist views on the shared histories of the advertising industry and women's movement. Contributors consider the ways advertisers encode race, ethnicity, gender, and heteronormativity into advertising practices and messages, as well as the ways intersectional audiences and consumers resist. How denial sustains the liberal imagination of a progressive and democratic Israel. The question that this book aims to answer might seem simple: how can a violent project of dispossession and discrimination be imagined, felt, and profoundly believed in as though it were the exact opposite—an embodiment of sustainability, multicultural tolerance, and democratic idealism? Despite well-documented evidence of racism and human rights abuse, Israel has long been embraced by the most liberal sectors of European and American society as a manifestation of the progressive values of tolerance, plurality, inclusivity, and democracy, and hence a project

that can be passionately defended for its lofty ideals. Tolerance Is a Wasteland argues that the key to this miraculous act of political alchemy is a very specific form of denial. Here the Palestinian presence in, and claim to, Palestine is not simply refused or covered up, but negated in such a way that the act of denial is itself denied. The effects of destruction and repression are reframed, inverted into affirmations of liberal virtues that can be passionately championed. In Tolerance Is a Wasteland, Saree Makdisi explores many such acts of affirmation and denial in a range of venues: from the haunted landscape of thickly planted forests covering the ruins of Palestinian villages forcibly depopulated in 1948; to the theater of "pinkwashing" as Israel presents itself to the world as a gay-friendly haven of cultural inclusion; to the so-called Museum of Tolerance being built on top of the ruins of a Muslim cemetery in Jerusalem, which was methodically desecrated in order to clear the space for this monument to "human dignity." Tolerance Is a Wasteland reveals the system of emotional investments and curated perceptions that makes this massive project of cognitive dissonance possible. "Through engaging and direct analysis, Joanne Thomas Yaccato has drawn the line clearly for businesses—any successful client relationship strategy must consider the unique perspectives of women. Small, medium and large organizations can benefit from her witty and poignant observations." David I. McKay, Group Head, Canadian Banking, RBC "In a lifestyle based company, Joanne's thoughts come at you like a 'best friend' who's not afraid to keep you grounded. In our case, Joanne's perspective has allowed us to meet the changing needs of our customers over the years in a relevant and authentic way. The Gender Intelligent Retailer pushes the right buttons and creates dynamic conversations that make valuable differences in the retail shopping experience." Kerri Molinaro, President, IKEA Canada "Joanne has done it again...empowering not only retailers, but consumers, employers and employees with market insight we need to know, and in many cases, should have known by now. Her research and analysis is filled with practical examples that will be an eye-opening read for businesses wondering why they aren't connecting with the influential female consumer. The Gender Intelligent Retailer is a recipe for success." Mark Kelley, CBC News, The National "Joanne Thomas Yaccato has done us all a big favour. The Gender Intelligent Retailer shows us the 'real' world of women consumers. By helping to open our eyes to the world we live in, the book opens the doors of opportunity. It is often difficult for old institutions first to recognize and then to react to our changed and changing demands as a society. Joanne and Sean help us see and then navigate the new world with sound insights and an eye that sees our follies and then focuses on a better way to meet the demands of the future." Premier Gordon Campbell, Province of British Columbia "Once again Joanne Thomas Yaccato has hit the mark with her new book The Gender Intelligent Retailer! Following on the footsteps of her previous bestseller - The 80% Minority - Joanne and her retail partner, Sean McSweeney, continue to unlock the secrets of marketing to women in an intelligent, caring, and holistic manner. She finds a way to intertwine humorous stories, imaginative analogies, and real life examples with quantifiable and powerful advice." Diane J. Brisebois, President & CEO, Retail Council of Canada

UnBranding breaks through the noise of disruption. We live in a transformative time. The digital age has given us unlimited access to information and affected all our traditional business relationships - from how we hire and manage, to how we communicate with our current and would-be customers. Innovation continues to create opportunities for emerging products and services we never thought possible. With all the excitement of our time, comes confusion and fear for many businesses. Change can be daunting, and never have we lived in a time where change came so quickly. This is the age of disruption - it's fast-paced, far-reaching and is forever changing how we operate, create, connect, and market. It's easy to see why brand heads are spinning. Businesses are suffering from 'the next big thing' and we're here to help you find the cure. UnBranding is about focus - it's about seeing that within these new strategies, technologies and frameworks fighting for our attention, lay the tried and true tenants of good business - because innovation is nothing but a bright and shiny new toy, unless it actually works. UnBranding is here to remind you that you can't fix rude staff, mediocre products and a poor brand reputation with a fancy new app. We are going to learn from 100 branding stories that will challenge your assumptions about business today and teach valuable, actionable lessons. It's not about going backwards, it's about moving forward with purpose, getting back to the core of good branding while continuing to innovate and improve without leaving your values behind. Some topics will include: Growing and maintaining your brand voice through the noise How to focus on the right tools for your business, for the right reasons Maintaining trust, consistency and connection through customer service and community The most important question to ask yourself before innovation The importance of personal branding in the digital age How to successfully navigate feedback and reviews It's time for a reality check. It's time to solve problems, create connections, and provide value rather than rush strategy just to make headlines. UnBranding gives you the guidance you need to navigate the age of disruption and succeed in business today.

Palestinians and Jews Confront Zionism
 Postfeminism and Postracialism in United States Culture
 100 Branding Lessons for the Age of Disruption
 She Spot
 Promotional Culture and Resistance
 Women's Health 2e
 Gay Priorities

From Ramallah to New York, Tel Aviv to Porto Alegre, people around the world celebrate a formidable, transnational Palestinian LGBTQ social movement. Solidarity with Palestinians has become a salient domain of global queer politics. Yet LGBTQ Palestinians, even as they fight patriarchy and imperialism, are themselves subjected to an "empire of critique" from Israeli and Palestinian institutions, Western academics, journalists and filmmakers, and even fellow activists. Such global criticism has limited growth and led to an emphasis within the movement on anti-imperialism over the struggle against homophobia. With this book, Sa'ed Atshan asks how transnational progressive social movements can balance struggles for liberation along more than one axis. He explores critical junctures in the history of

Palestinian LGBTQ activism, revealing the queer Palestinian spirit of agency, defiance, and creativity, in the face of daunting pressures and forces working to constrict it. *Queer Palestine and the Empire of Critique* explores the necessity of connecting the struggles for Palestinian freedom with the struggle against homophobia.

Women's Health Advocacy brings together academic studies and personal narratives to demonstrate how women use a variety of arguments, forms of writing, and communication strategies to effect change in a health system that is not only often difficult to participate in, but which can be actively harmful. It explicates the concept of rhetorical ingenuity—the creation of rhetorical means for specific and technical, yet extremely personal, situations. At a time when women's health concerns are at the center of national debate, this rhetorical ingenuity provides means for women to uncover latent sources of oppression in women's health and medicine and to influence matters of research, funding, policy, and everyday access to healthcare in the face of exclusion and disenfranchisement. This accessible collection will be inspiring reading for academics and students in health communication, medical humanities, and women's studies, as well as for activists, patients, and professionals.

The *SAGE Handbook of Marketing Ethics* draws together an exhaustive overview of research into marketing's many ethical conundrums, while also promoting more optimistic perspectives on the ways in which ethics underpins organizational practices. Marketing ethics has emerged in recent years as the key and collective concern within the ever-divergent fields of marketing and consumer research. This handbook brings together a rich and diverse body of scholarly research, with chapters on all major topics relevant to the field of marketing ethics, whilst also outlining future research directions. PART 1:

Foundations of Marketing Ethics PART 2: Theoretical and Research Approaches to Marketing Ethics PART 3: Marketing Ethics and Social Issues PART 4: Issues in Consumer Ethics PART 5: Ethical Issues in Specific Sectors PART 6: Ethical Issues in the Marketing Mix PART 7: Concluding Comments and Reflections

"Updated with images and a new introduction on recent controversies" --Cover.

Configuring Health Consumers

The Cultural Politics of Femvertising

The Bible and Feminism

The Battle for Justice in Palestine

Health Communication and Breast Cancer among Black Women

From Pink to Green

Consumer Activism and the Possibilities of Purchasing Power

Ali Abunimah provides an effective strategy for advancing the struggle for a just, single-state solution in Palestine.

"A crucial intervention to both critical studies of consumption and research into activism. It authoritatively explores the complex and multiplying links between branding and neoliberal culture, consumer practices and social justice." — Professor Mehita Iqani, Stellenbosch

University "Eleftheria Lekakis reminds us that as consumers, we can do much more than just buy our way out of social or political problems." — Professor Melissa Aronczyk, Rutgers University
Consumption and resistance are entwined. From buying fair-trade, to celebrity advocates for social causes, to subvertising and anti-consumerist grassroots movements, consumer activism is now a key part of our fight for social and environmental justice. This book is a comprehensive exploration of the complexities and dilemmas of using the marketplace as an arena for politics. It goes beyond simply buying or boycotting to critically explore how individuals, collectives, corporations and governments do politics with and through consumption. Impassioned and always accessible, Eleftheria Lekakis explores: The media and economic logics which privilege elite activists. The real opportunities to resist and redirect promotional culture. Consumer activism as collective and community-building. The politicisation of celebrity influencers. The centrality of digital media technology. A range of transnational case studies pushing the field beyond the Global North. *Consumer Activism: Promotional Culture and Resistance* covers the full breadth of theory and practice you need to know. It is an essential resource for understanding, researching and engaging with the global phenomenon of consumer activism. Dr Eleftheria Lekakis is senior lecturer in Media and Communications at the School of Media, Arts, and Humanities at the University of Sussex.

Libby Adler offers a comprehensive critique of the mainstream LGBT legal agenda in the United States, showing how LGBT equal rights discourse drives legal advocates toward a narrow array of reform objectives that do little to help the lives of the most marginalized members of the LGBT community.

In *The Right to Maim* Jasbir K. Puar brings her pathbreaking work on the liberal state, sexuality, and biopolitics to bear on our understanding of disability. Drawing on a stunning array of theoretical and methodological frameworks, Puar uses the concept of "debility" —bodily injury and social exclusion brought on by economic and political factors—to disrupt the category of disability. She shows how debility, disability, and capacity together constitute an assemblage that states use to control populations. Puar's analysis culminates in an interrogation of Israel's policies toward Palestine, in which she outlines how Israel brings Palestinians into biopolitical being by designating them available for injury. Supplementing its right to kill with what Puar calls the right to maim, the Israeli state relies on liberal frameworks of disability to obscure and enable the mass debilitation of Palestinian bodies. Tracing disability's interaction with debility and capacity, Puar offers a brilliant rethinking of Foucauldian biopolitics while showing how disability functions at the intersection of imperialism and racialized capital.

The Gender Intelligent Retailer

The Ugly Side of the Beauty Industry

Tolerance Is a Wasteland

Queer Palestine and the Empire of Critique

Israel/Palestine and the Queer International

Debility, Capacity, Disability

Not Just a Pretty Face

FINALLY A DIET DESIGNED FOR YOU Based on the latest research showing that men and women metabolize food and lose weight differently, *Eat Like a Woman (And Never Diet Again)* is a groundbreaking three-step program tailored specifically to the needs of the female body.

Stanness Jonekos, author of *The Menopause Makeover*, and leading women's health expert Dr. Marjorie Jenkins show you how to lose weight without deprivation, look younger and feel better than ever. *Eat Like a Woman* will

revolutionize the way you think about food. You'll learn to understand the relationship between stress and your health, interpret the messages your body is sending you, and how to eat to support hormone balance and emotional health. Begin to eat like a woman and in just three weeks you can

- Drop those stubborn pounds
- Effortlessly maintain a healthy weight
- Change your relationship with food
- Reduce your risk of disease
- Slow the aging process
- Exercise smarter

Includes favorite recipes from Sheryl Crow, Padma Lakshmi, Florence Henderson, Dolly Parton, Nancy Cartwright, Devin Alexander, Cristina Ferrare, and other popular chefs and celebrities.

This book looks at the structural, economic and political reasons why the current media system fails urban educated young professionals in Turkey and led them to a month long resistance and protest through the use of social media during OccupyGezi movement.

As a former nurse and someone who now teaches Women's Studies, I have long been interested in the politics of health care. Today, most Americans would agree that our health care system is broken. We pay more for health care than any nation in the world, yet in 2007, the World Health Organization ranked us as 37th in quality of health care. Forty-six million Americans are now without health insurance. What is happening here? And just where are all these dollars going? In *Women, Wellness, and the Media*, thirteen scholars from a wide range of disciplines examine the relationship between media stereotypes and women's health. They look at several images of women: the perfect mom; the straight, bikini-clad sixteen-year old blond who has been air-brushed to perfection; the wild black Jezebel who struts her stuff; and the shriveled up menopausal crone. The writers point out that these images are making millions of dollars for all sorts of businesses ranging from the pharmaceutical industry to women's magazines. Scholars have long noted that stereotypes disempower women; in *Women Wellness and the Media* we see how these stereotypes actually harm women's health while turning millions in corporate profits.

Successful nonprofit marketing can capture the attention of donors, volunteers, legislators, and service consumers. Recognition like this can lead to a successful organization for years to come. The second edition of *Marketing for Nonprofit Organizations* provides various strategies to build upon when marketing for nonprofit and social impact organizations. Stacy Landreth Grau integrates research-based insights and practice-based innovation with a comprehensive introduction to the basics of marketing for small- and medium-sized organizations. She breaks the academic research into understandable and digestible points within her chapters, making this a great primer for nonprofit professionals and anyone interested in working for or starting a nonprofit. The book provides readers with an indispensable overview of marketing. This new edition highlights new and innovative organizations and how they are using methods new to the field. Grau explains the fundamentals of marketing for nonprofits. It is an ideal resource for courses in both business schools and social work programs, as well as nonprofit managers who are ready to explore new and innovative ways to support their organization. Upon finishing this book, readers will know how to integrate important aspects of marketing into the

fabric of an organization's mission, including brand strategy, social media, market research, target audience selection, promotional tactics, and market valuation.

Culture, Identity, Spirituality, and Strength Insights and Innovations

Shopping for Change

Women, Wellness, and the Media

Some Restrictions Apply

The Business of Women's Empowerment

Consumer Activism

This book critically interrogates three sets of distortions that emanate from the messianic core of 21st century public discourse on LGBT+ rights in the United States. The first relates to the critique of pinkwashing, often advanced by scholars who claim to be committed to an emancipatory politics. The second concerns a recent US Supreme Court decision, *Obergefell v. Hodges* (2015), a judgment that established marriage equality across the 50 states. The third distortion occurs in Kenji Yoshino's theorization of the concept of gay covering. Each distortion produces its own injunction to assimilate, sometimes into the dominant mainstream and, at other times, into the fold of what is axiomatically taken to be the category of the radical. Using a queer theoretic analysis, *De-Moralizing Gay Rights* argues for the dismantling of each of these three sets of assimilationist injunctions.

Lead in lipstick? 1,4 dioxane in baby soap? Coal tar in shampoo? How is this possible? Simple. The \$35 billion cosmetics industry is so powerful that they've kept themselves unregulated for decades. Not one cosmetic product has to be approved by the US Food and Drug Administration before hitting the market. Incredible? Consider this: The European Union has banned more than 1,100 chemicals from cosmetics. The United States has banned just 10. Only 11% of chemicals used in cosmetics in the US have been assessed for health and safety - leaving a staggering 89% with unknown or undisclosed effects. More than 70% of all personal care products may contain phthalates, which are linked to birth defects and infertility. Many baby soaps are contaminated with the cancer-causing chemical 1,4 dioxane. It's not just women who are affected by this chemists' brew. Shampoo, deodorant, face lotion and other products used daily by men, women and children contain hazardous chemicals that the industry claims are "within acceptable limits." But there's nothing acceptable about daily multiple exposures to carcinogenic chemicals -- from products that are supposed to make us feel healthy and beautiful. *Not Just a Pretty Face* delves deeply into the dark side of the beauty industry, and looks to hopeful solutions for a healthier future. This scathing investigation peels away less-than-lovely layers to expose an industry in dire need of an extreme makeover. 15 percent of the purchase price of each book sold benefits the national Campaign for Safe Cosmetics, administered by the Breast Cancer Fund, through December 31, 2012.

Examines how postfeminism and postracialism intersect to perpetuate systemic injustice in the United States. Historicizing Post-Discourses explores how postfeminism and postracialism intersect in dominant narratives of triumphalism, white male crisis, neoliberal and colonial feminism, and multiculturalism to perpetuate systemic injustice in America. By examining various locations within popular culture, including television shows such as *Mad Men* and *The Wire*; books such as *The Help* and *Lean In*; as well as Hollywood films, fan forums, political blogs, and presidential speeches, Tanya Ann Kennedy demonstrates the dominance of postfeminism and postracialism in US culture. In addition, she shows how post-discourses create affective communities through their engineering of the history of both race and gender justice. "This book makes a welcome contribution to both feminist media studies and critical race studies by addressing a crucial and often overlooked discursive intersection of contemporary cultural life, where postfeminism meets postracial discourse. The scholarship is conceptually sophisticated, critically informed, and intellectually robust." — Hannah Hamad, author of *Postfeminism and Paternity in Contemporary U.S. Film: Framing Fatherhood*

Welcome back to the office! It's what we've all been waiting for since the beginning of the pandemic - or is it? Have we all conveniently

forgotten how profoundly irritating our colleagues can be? Have the memories of maddening bosses slipped from our memories (or more likely been deliberately scrubbed)? And now, our home working hybrid hell makes juggling family and work even more terrifying. So how do we balance success and work with sanity? Whether you're drowning in a toxic working environment, battling burnout, recovering from redundancy or furlough, or just struggling to figure out what you actually want from your career, Cate Sevilla is here to help coach you through the shittiness of your working day, and help you shift your relationship with your career. Drawing on her time working in both giant corporations and scrappy startups, Cate Sevilla is a voice of reason, guiding you through every shitstorm you'll ever face, whether you're: - feeling overwhelmed by your workload - trying to get out of a job you hate - battling a micromanager who seems determined to destroy you - struggling to stay motivated - or bouncing back from failure If you've spent your day ugly crying with your colleagues or flat-out exhausted from endless video calls, this book is your well-earned (gin and) tonic at the end of the day. 'Cate's brilliant book is GENUINELY EMPOWERING!' Daisy Buchanan 'An invaluable guide to surviving professional life. Cate Sevilla is insightful, inventive and so supportive' Viv Groskop 'Entertaining and practical; moving and funny and, most importantly, a helping hand from someone who's been through it' Emma Gannon 'A timely and provocative book that is at once empathetic about the challenges work presents and empowering on how to overcome them' Bruce Daisley

Palestine and the Culture of Denial

Solving Global Problems Via Smarter Capital Markets Towards A More Sustainable Society

The SAGE Handbook of Marketing Ethics

The Routledge Companion to Marketing and Feminism

De-Moralizing Gay Rights

Rhetorical Ingenuity for the 21st Century

Discover the Connection Between Women Consumers and Business Growth

Though we may no longer confine our understanding of women's health to reproduction and maternity care, women's health in Canada continues to be limited by knowledge gaps, political agendas, and fiscal restraints. This second edition of *Women's Health* provides a comprehensive picture of the state of women's health in Canada, tracing the emergence of the field and outlining some of the current challenges facing its advancement. The contributors--who include academics, health care professionals, and policy-makers--explore women's health in different social and geographical locations, the gendering of care work, and the ways in which research can influence health policy. Drawing on gender-based analysis and highlighting the diversity among women, this multidisciplinary collection illustrates the breadth of contemporary Canadian writing on women's health and calls for a renewed commitment to women's health advocacy. This revised edition has been thoroughly updated to reflect developments in research and recent changes in the social, political, and economic context. New chapters cover topics such as wait times, girls' health, and unpaid health care. Featuring questions for further thought and lists of recommended readings and websites, this unique text is a valuable resource for both students and researchers in the fields of women's studies, sociology, health sciences, and nursing.

Delve into gender lens investing and the reality of the female economy Women today are an unparalleled force in the global economy—as successful entrepreneurs, corporate executives and family breadwinners. Yet gender-based violence, the absence of women's legal rights and the persistent wage gap stubbornly remain. This paradox creates an unprecedented and underexplored opportunity for investors. *Gender Lens Investing*, co-authored by Jackie VanderBrug, Managing Director and Joseph Quinlan, Managing Director and Chief Market Strategist, of U.S. Trust, Bank of America Private Wealth Management, is the first book of its kind to examine, in-depth the advantages of integrating gender into investment analysis. While other books speak to growing numbers and influence of women, *Gender Lens Investing* moves from economic trends to financial strategy. Learn why gender is material to economic prosperity and investment performance Explore ways to use a gender lens to assess products, companies and sectors. Delve into the forces of positive social change supported by a gender

perspective on investment choices Examine profitable and gratifying gender lens investment strategies Women are one of the world's greatest underutilized assets, and applying a gender lens allows you to identify companies that recognize this, or uncover the risks of companies that neglect it. A gender lens adds value across the investment community, but the impact reaches far beyond the bounds of portfolios to the economy and society as a whole. *Gender Lens Investing* provides expert perspective and real-world practical insight for investors looking to drive returns and impact.

This book explore assumptions underpinning contemporary health policy discourses that emphasize personal responsibility for health, consider how they attach to changing information technologies, and discuss their influence on emerging forms of health 'work'.

Consuming with a conscience is one of the fastest growing forms of political participation worldwide. Every day we make decisions about how to spend our money and, for the socially conscious, these decisions matter. Political consumers "buy green" for the environment or they "buy pink" to combat breast cancer. They boycott Taco Bell to support migrant workers or Burger King to save the rainforest. But can we overcome the limitations of consumer identity, the conservative pull of consumer choice, co-optation by corporate marketers, and other pitfalls of consumer activism in order to marshal the possibilities of consumer power? Can we, quite literally, shop for change? *Shopping for Change* brings together the historical and contemporary perspectives of academics and activists to show readers what has been possible for consumer activists in the past and what might be possible for today's consumer activists. Contributors Kyle Asquith, University of Windsor; Dawson Barrett, Del Mar College; Lawrence Black, University of York; Madeline Brambilla, Northeastern University; Joshua Carreiro, Springfield Technical Community College, Springfield, MA; H. Louise Davis, Miami University; Jeffrey Demsky, San Bernardino Valley College; Tracey Deutsch, University of Minnesota—Twin Cities; Mara Einstein, Queens College, CUNY; Bart Elmore, University of Alabama; Sarah Elvins, University of Manitoba; Daniel Faber, Northeastern University; Julie Guard, University of Manitoba; Louis Hyman, ILR School, Cornell University; Meredith Katz, Virginia Commonwealth University; Randall Kaufman, Miami Dade College—Homestead Campus; Larry Kirsh, IMR Health Economics, Portland, OR; Katrina Lacher, University of Central Oklahoma; Bettina Liverant, University of Calgary; Amy Lubitow, Portland State University; Robert N. Mayer, University of Utah; Michelle McDonald, Stockton University; Wendy Wiedenhoft Murphy, John Carroll University; Mark W. Robbins, Del Mar College; Jessica Stewart, Cornell University; Joseph Tohill, York University and Ryerson University; Allison Ward, Queen's University and McMaster University; Philip Wight, Brandeis University

Health Work and the Imperative of Personal Responsibility
Women's Health Advocacy

The Right to Maim

Gender Lens Investing

Seeking Rights from the Left

Uncovering Opportunities for Growth, Returns, and Impact

Some Queer Remarks on LGBT+ Rights Politics in the US

This book recovers both historical and contemporary accounts of women's lived experiences of technology, from Ada Lovelace and Hedy Lamarr to women working in the tech industry today, juxtaposing those stories with larger cultural representations of women and technology.

From the early 1980s, the U.S. environmental breast cancer movement has championed the goal of eradicating the disease by emphasizing the importance of reducing--even eliminating exposure to chemicals and toxins. From *Pink to Green* chronicles the movement's disease prevention philosophy from the beginning. Challenging the broader cultural milieu of pink ribbon symbolism and breast cancer "awareness" campaigns, this movement has grown from a handful of community-based organizations into a national entity, shaping the cultural, political, and public health landscape. Much of the activists' everyday work revolves around describing how the so called "cancer industry" downplays possible environmental links to protect their political and economic interests and they demand that the public play a role in scientific, policy, and public health decision-making to build a new framework of breast cancer

prevention. From Pink to Green successfully explores the intersection between breast cancer activism and the environmental health sciences, incorporating public and scientific debates as well as policy implications to public health and environmental agendas.

This comprehensive and authoritative sourcebook offers academics, researchers and students an introduction to and overview of current scholarship at the intersection of marketing and feminism. In the last five years there has been a resurrection of feminist voices in marketing and consumer research. This mirrors a wider public interest in feminism – particularly in the media as well as the academy - with younger women discovering that patriarchal structures and strictures still limit women's development and life opportunities. The "F" word is back on the agenda – made high profile by campaigns such as #MeToo and #TimesUp. There is a noticeably renewed interest in feminist scholarship, especially amongst younger scholars, and significantly insightful interdisciplinary critiques of this new brand of feminism, including the identification of a neoliberal feminism that urges professional women to achieve a work/family balance on the back of other women's exploitation. Consolidating existing scholarship while exploring emerging theories and ideas which will generate further feminist research, this volume will be of interest to researchers, academics and students in marketing and consumption studies, especially those studying or researching the complex inter-relationship of feminism and marketing.

How companies can create a retail environment that's better for everyone by being better for women Women make up the biggest section of the retail market, yet most retail companies do a poor job of serving and satisfying that core constituency. Many retail enterprises view women as a niche market, but at 52 percent of the population, they're anything but. This book shows why reaching women is imperative to retail success, and how businesses can do it properly. Retail Ecology shows retailers how to build a companywide awareness of what women consumers want and how to deliver it through marketing, operations, store layout, product design and development, and even human resources. Retailers who serve women better serve everyone better. Joanne Thomas Yaccato (Toronto, ON, Canada) is President and founder of The Thomas Yaccato Group, a consulting company that helps companies create products, services, and business strategies for women. Sean McSweeney (Toronto, ON, Canada) is the manager of Mountain Equipment Coop's flagship store in Toronto, Canada.

Why Women Are the Market for Changing the World—And How to Reach Them

What the Enemy Thinks

UnBranding

Corporate Gender Politics in the Global South

Why Women Are the Market for Changing the World and How to Reach Them

The She Spot

Feminists, Feminisms, and Advertising

At once a memoir, a call to support the Boycott, Divestment and Sanctions movement, and an argument for queer solidarity across borders, this book tells the story of how novelist and activist Sarah Schulman's became aware of how issues of the Israeli occupation of Palestine were tied to her own gay and lesbian politics.

This book critically examines how ideals of female entrepreneurial conduct are transmitted, ideologically anchored and negotiated as well as the kind of societal transformations the initiative opens up for in two national contexts.

This groundbreaking book breaks with established canons and resists some of the stereotypes of feminist biblical studies. It features a wide range of contributors who showcase new methodological and theoretical movements such as feminist materialisms, intersectionality, postidentitarian "nomadic" politics, gender archaeology, and lived religion, and theories of the human and the posthuman. The Bible and Feminism: Remapping the Field engages a range of social and political issues, including migration and xenophobia, divorce and family law, abortion, "pinkwashing," the neoliberal university, the second amendment, AIDS and sexual trafficking, and the politics of "the veil." Foundational figures in feminist biblical studies work alongside new voices and contributors from a multitude of disciplines in conversations with the Bible that go

well beyond the expected canon-within-the-canon assumed to be of interest to feminist biblical scholars. Moving beyond the limits of a text-orientated model of reading, this collection looks at how biblical texts were actualized in the lives of religious revolutionaries, such as Joanna Southcott or Sor Juana Ines de la Cruz. It charts the politics of the Pauline veil in the self-understanding of Europe and reads the "genealogical halls" in the book of Chronicles alongside acts of commemoration and forgetting in 9/11 and Tiananmen Square. Health Communication and Breast Cancer among Black Women: Cancer, Identity, Spirituality, and Strength analyzes information collected from focus groups and personal interviews in order to investigate the significant sociocultural narratives that pervade the experiences of Black female breast cancer survivors.

Eat Like a Woman

Marketing for Nonprofit Organizations

A Beck Carnell Novel

Remapping the Field

A 3-Week, 3-Step Program to Finally Drop the Pounds and Feel

Better Than Ever

Historicizing Post-Discourses

Selling Empowerment

The really cool thing about this book is that Lisa and Lisa are showing us a way that we just might be able to save the planet. By marshalling the forces of loyalty, connectedness, empathy, and the desire to make our purchase dollars count for something good, we just might be able to persuade business to increase investments in cleaning up the mess we've created for future generations. To me, that is the most important message of this book, as well as my own. As my late friend Anita Roddick used to say: "Anyone who thinks they are too small to make a difference has never been in bed with a mosquito." - with both nature and ourselves. I am honored and humbled to introduce this superb and inspiring book, and am grateful to the authors for their hopeful contribution. ---- Gary Hirshberg Londonderry, NH.

A guide for nonprofits and social change organizations on how to tap the potential of the female market and why it helps. The secret to changing the world is hidden in plain sight. In fact, it's half the population. Women vote more, volunteer more, and give to more charities than men do. They control over half of the total wealth in America. Corporations have long recognized the growing power of women and have been targeting them for years. The She Spot is a practical and provocative primer showing how nonprofits and social change organizations can do it too. Lisa Witter and Lisa Chen cite eye-opening research that reveals some surprising facts: women are less likely to trust politicians and politics as usual; African American women donate a larger percentage of their income to nonprofits than white women but get asked to give a lot less often; and in one poll only seven percent of women identified "protecting reproductive choice," supposedly the women's issue, as a top priority for Congress. Building on insights like these, they identify and describe four core principles—care, control, connect, and cultivate—for designing messages that will resonate with women of all ages and backgrounds. And using case histories from companies like Home Depot, T-Mobile, and Kellogg's as well as nonprofits like MoveOn.org, the American Lung Association, and the Environmental Defense Fund, they explain precisely how to put these four principles into practice. This book makes the case that simply painting your marketing campaign "pink" and calling it a day will miss the mark with most women. Witter and Chen show that

connecting with women can help you connect with men too—think both/and, not either/or. You'll raise more money and recruit more supporters for your cause. In the end, those who hit the "She Spot" claim the power to create a better, brighter world for all of us. "Smart, engaging, and eminently useful, The She Spot puts its finger on how to score with the key drivers of social change: women."

—Arianna Huffington "The authors present their material efficiently and engagingly, tackling the motivation—both social and neurological—behind women's contributions and interest, and the methods to appeal to them, from news media to online. Bolstered with helpful chapter takeaway lists and concrete examples of companies that have successfully reached the female audience, Witter and Chen have crafted a thoughtful, helpful guide to nonprofit marketers." —Publishers Weekly

Global Handbook of Impact Investing

Skiing

Women, Information Technology, and Cultural Representation

How to Work Without Losing Your Mind

Alternative Media in Contemporary Turkey

Technofeminist Storiographies