



A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School

Amy Brown

[Download now](#)

[Read Online](#) 

[Click here](#) if your download doesn't start automatically

A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School

Amy Brown

A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School Amy Brown

Select students and teachers worked the room at a fundraising event for a New York City public high school Amy Brown calls College Preparatory Academy. It was their job to convince wealthy attendants that College Prep, with its largely minority and disadvantaged student body and its unusually high rate of graduation and college acceptance, was a worthy investment. To this end, students and teachers tried to seem needy and deserving, hoping to make supporters feel generous, important, and not threatened. How much, Brown asks, does competition for financing in urban public schools depend on marketing and perpetuating poverty in order to thrive? And are the actors in this drama deliberately playing up stereotypes of race and class?

A Good Investment? offers a firsthand look behind the scenes of the philanthropic approach to funding public education—a process in which social change in education policy and practice is aligned with social entrepreneurship. The appearance of success, equity, or justice in education, Brown argues, might actually serve to maintain stark inequalities and inhibit democracy. Her book shows that models of corporate or philanthropic charity in education can in fact reinforce the race and class hierarchies that they purport to alleviate.

As their voices reveal, the teachers and students on the receiving end of such a system can be critically conscious and ambivalent participants in a school's racialized marketing and image management. Timely and provocative, this nuanced work exposes the unintended consequences of an education marketplace where charity masquerades as justice.

 [Download A Good Investment?: Philanthropy and the Marketing of R ...pdf](#)

 [Read Online A Good Investment?: Philanthropy and the Marketing of ...pdf](#)

Download and Read Free Online A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School Amy Brown

Download and Read Free Online A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School Amy Brown

From reader reviews:

Donald Scott:

As people who live in the actual modest era should be update about what going on or details even knowledge to make them keep up with the era which can be always change and make progress. Some of you maybe can update themselves by reading through books. It is a good choice to suit your needs but the problems coming to anyone is you don't know what one you should start with. This A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School is our recommendation to cause you to keep up with the world. Why, because this book serves what you want and need in this era.

Jack Nguyen:

Reading a book tends to be new life style with this era globalization. With looking at you can get a lot of information that could give you benefit in your life. Along with book everyone in this world may share their idea. Publications can also inspire a lot of people. A lot of author can inspire their particular reader with their story or maybe their experience. Not only situation that share in the ebooks. But also they write about the ability about something that you need example of this. How to get the good score toefl, or how to teach your kids, there are many kinds of book that you can get now. The authors on this planet always try to improve their skill in writing, they also doing some research before they write for their book. One of them is this A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School.

Harvey Sanchez:

Many people spending their time by playing outside together with friends, fun activity along with family or just watching TV all day every day. You can have new activity to spend your whole day by looking at a book. Ugh, do you think reading a book really can hard because you have to take the book everywhere? It okay you can have the e-book, getting everywhere you want in your Smart phone. Like A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School which is finding the e-book version. So , why not try out this book? Let's observe.

Ingrid Baumbach:

As we know that book is vital thing to add our expertise for everything. By a reserve we can know everything you want. A book is a range of written, printed, illustrated or blank sheet. Every year seemed to be exactly added. This e-book A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School was filled with regards to science. Spend your spare time to add your knowledge about your research competence. Some people has distinct feel when they reading a new book. If you know how big good thing about a book, you can truly feel enjoy to read a publication. In the modern era like currently, many ways to get book that you just wanted.

Download and Read Online A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School Amy Brown #NPGAS870IR9

Read A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School by Amy Brown for online ebook

A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School by Amy Brown Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School by Amy Brown books to read online.

Online A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School by Amy Brown ebook PDF download

A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School by Amy Brown Doc

A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School by Amy Brown Mobipocket

A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School by Amy Brown EPub

A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School by Amy Brown Ebook online

A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School by Amy Brown Ebook PDF