



Pink Ribbon Blues: How Breast Cancer Culture Undermines Women's Health

Gayle A. Sulik

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Medical sociologist Gayle A. Sulik reveals the hidden costs of the pink ribbon as an industry, one in which breast cancer functions as a brand name with a pink ribbon logo. Based on historical and ethnographic research, analysis of awareness campaigns and advertisements, and hundreds of interviews, *Pink Ribbon Blues* shows that while millions walk, run, and purchase products for a cure, cancer rates continue to rise, industry thrives, and breast cancer is stigmatized anew for those who reject the pink ribbon model. Even as Sulik points out the flaws of "pink ribbon culture," she outlines the positives and offers alternatives. The paperback includes a new Introduction investigating Susan G. Komen for the Cure and a color insert with images of, and reactions to, the pinking of breast cancer.

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