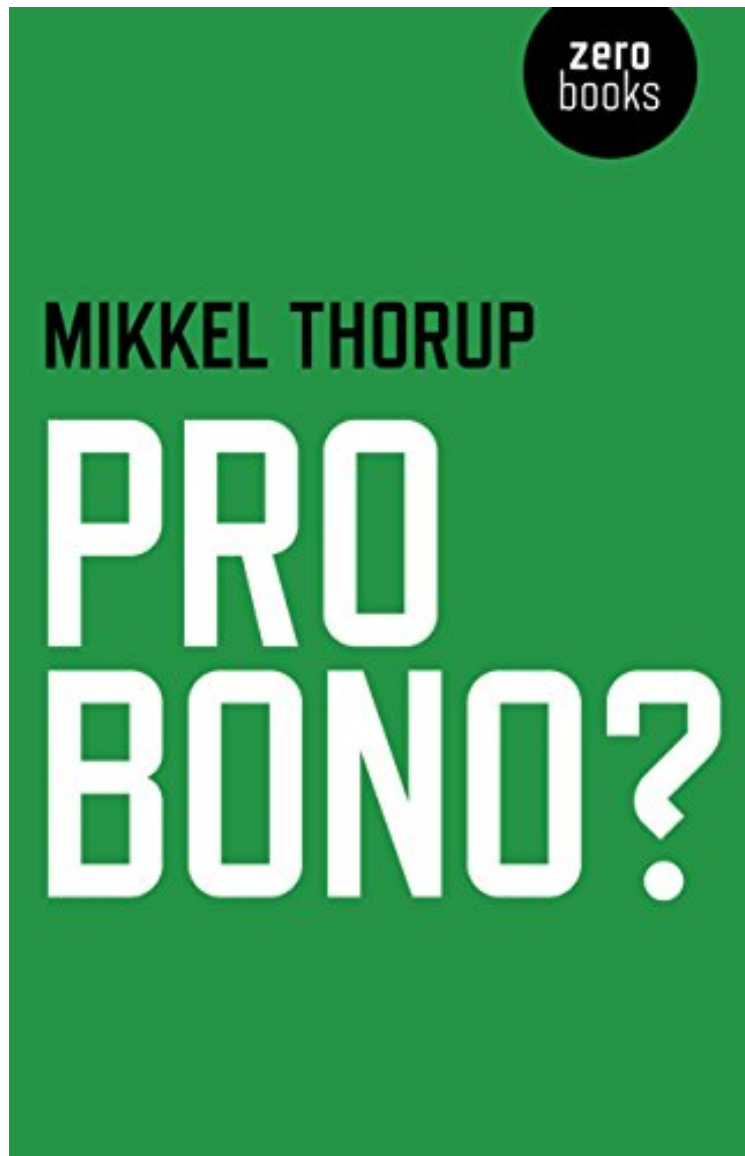


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Pro Bono?

Mikkel Thorup

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Pro Bono? discusses philanthropy not as a social or humanitarian practice but as an integrated part of present-day creative capitalism, having a direct relation to its growing inequality. The book investigates four expressions of philanthropy as ideology: consumer philanthropy, where we are asked to consume with good conscience; corporate

philanthropy where businesses engage in social work and where philanthropic associations reengineer themselves to mimic corporations; billionaire philanthropy where conspicuous consumption is now being supplemented with conspicuous philanthropy; and finally celebrity philanthropy where now one of the hallmarks of a celebrity is the commitment to use that fame to do good.

About the Author Mikkell Thorup is an intellectual historian focusing on the political history of the present.