## **CONTENTS**

Li	st of figures	ix
	knowledgements	xi
In	troduction: Ladders and snakes	1
	8	
PA	ART I	
G	enealogies	21
1	Meritocracy's genealogies in social theory	23
2	Rising up: Gender, ethnicity, class and the meritocratic	
	deficit	48
3	Meritocratic feeling: The movement of meritocracy in	
	political rhetoric	78
	RT II	113
Popular parables		
4	Just like us?: Normcore plutocrats and the popularisation	
	of elitism	115

## Contents

amonsplaining	and	the	unbearable	whiteness	of merit	

147

179

212

#Da

Desperate success: Managing the mumpreneur

6

Conclusion: Beyond neoliberal meritocracy



Index