

CONTENTS

<i>List of figures</i>	ix
<i>Acknowledgements</i>	xi
Introduction: Ladders and snakes	1
PART I	
Genealogies	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
PART II	
Popular parables	113
4 Just like us?: Normcore plutocrats and the popularisation of elitism	115

viii Contents

5	#Damsplaining and the unbearable whiteness of merit	147
6	Desperate success: Managing the mumpreneur	179
	Conclusion: Beyond neoliberal meritocracy	212
	<i>Index</i>	227