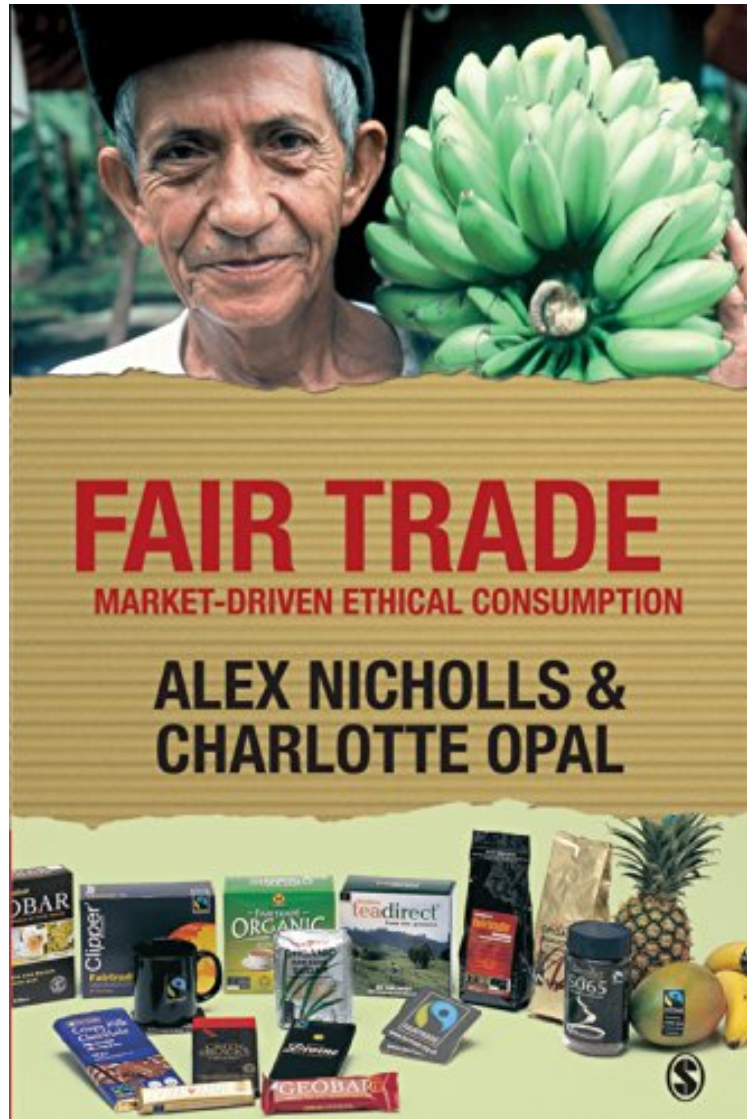


Fair Trade: Market-Driven Ethical Consumption

Alex Nicholls, Charlotte Opal

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Alex Nicholls, Charlotte Opal : Fair Trade: Market-Driven Ethical Consumption before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fair Trade: Market-Driven Ethical Consumption:

1 of 1 people found the following review helpful. A Broadly Sympathetic But Nicely Critical Review By S. Shukaitis This is a decent book. There aren't any particularly mind-blowing moments where you'll be likely to say "Wow! I never thought of it that way before!" (or at least I didn't have any) but it does do a good job of developing a broadly sympathetic but critical portrayal of fair trade. In particular it's refreshingly honest in its discussion of how fair trade really is a form of neoliberal response to market issues and problems, which can get lost easily in sort of wishy-washy but vaguely progressive rhetoric that circulate around fair trade. In other words, fair trade exists as a response to

various political and social issues which falls clearly within the logic of capitalism, with all the problems and contradictions that entails. For instance, how efficient fair trade products in increasing wages of agricultural laborers (as opposed to simply a catch all category of 'producers' that obscures the international wage dynamics of production firms)? Most evidence seems to say not very. But taking a serious look at the contradictions and tensions of fair trade (which as, the authors put it, both in and against the market) does not preclude appreciating the very real even if limited political and social value such steps represent. So on that level a decent text indeed. 2 of 2 people found the following review helpful. The (dated) Fair Trade Bible By Patrick M. Broderick I've used this book dozens of times as a reference to speeches I've given at a Fair Trade shop to educate customers. In and around the year 2004, it was the Fair Trade Bible. Well researched, all-inclusive and not overly academic (with one exception being the chapter on Marketing - maybe I just have to brush up on my Marketing knowledge). Now, most of the conclusions that were drawn from the book may still be valid but the statistics need massive updating. Perhaps new conclusions depending upon the updated statistics. One huge draw back is the book is so expensive for nothing more than a paper back. I've only had it for about a month and the cover is already starting to curl. But again, if you want Fair Trade 101, look no further. If you wish to become an expert, there is no book that can do that, but this is a solid first step.

'Today, Fair Trade finds itself at a crucial point in its evolution from alternative trading mechanism to a mainstream economic model. As the only certifier in the largest Fair Trade market in the world, TransFair USA has observed the explosive growth in consumer awareness and business interest in Fair Trade certification. New research into the progress of Fair Trade to date and, crucially, its key future directions is urgently needed. Fair Trade is therefore a valuable and timely contribution. The range and depth of the book is considerable. It is international in outlook and engages with a broad spectrum of theory and thinking. Its style is approachable yet rigorous. I would strongly recommend it to industry, academics, students, policy-makers and the interested reader in general' - Paul Rice, CEO, TransFair USA 'This work - a powerful study of the maelstrom of issues and cross currents in the Fair Trade and Development movements is long overdue. Through case studies, quantitative analysis and reasoned argument, this work makes its case with cogent force' - Hamish Renton, Product Manager Food You Can Trust, Tesco 'With the fair trade sector growing rapidly, it is vital that the concept is understood properly and the future potential mapped out. Fair Trade provides a comprehensive guide to all aspects of fair trade which make it a "must read" for everyone from casual buyer right through to seasoned producer. Here's your chance to see how you can easily change the world for the better' - Mel Young, editor-in-chief, New Consumer, Britain's only fair trade magazine, www.newconsumer.org. Fair Trade is at a crucial moment in its evolution from alternative trading mechanism to mainstream economic model. This timely and thoughtful book looks at the strategic future for Fair Trade. Each chapter spearheads a key area of Fair Trade thinking and theory and the political, legal and economic context of Fair Trade is given careful scrutiny. Difficult questions are tackled such as 'What is the role and value of corporate social responsibility?' and 'What is the brand meaning of Fair Trade?' Throughout, readers are supported by: - Revealing case studies and useful data analysis; - Concise histories of different Fair Trade organisations; - Chapter summaries and conclusions.

"A useful resource for introductory courses in developmental and international economics." --G.T. Potter "CHOICE" (01/01/2006) - A useful resource for introductory courses in developmental and international economics. ---G.T. Potter - CHOICE - (01/01/2006) "A useful resource for introductory courses in developmental and international economics." (G.T. Potter CHOICE 2006-01-01) About the Author Dr Alex Nicholls is University Lecturer in Social Entrepreneurship within the Skoll Centre for Social Entrepreneurship at the Saïum; d Business School, University of Oxford. His research interests range across several key areas within social entrepreneurship and social innovation, including: the nexus of relationships between accounting, accountability and governance; public and social policy contexts; impact investing; and Fair Trade.