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Buying into Fair Trade: Culture, Morality, and Consumption (Paperback)

By Keith R. Brown

New York University Press, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book. Stamped on products from coffee to handicrafts, the term fair trade has quickly become one of today s most seductive consumer buzzwords. Purportedly created through fair labor practices, or in ways that are environmentally sustainable, fair-trade products give buyers peace of mind in knowing that, in theory, how they shop can help make the world a better place. Buying into Fair Trade turns the spotlight onto this growing trend, exploring how fair-trade shoppers think about their own altruism within an increasingly global economy. Using over 100 interviews with fair-trade consumers, national leaders of the movement, coffee farmers, and artisans, author Keith Brown describes both the strategies that consumers use to confront the moral contradictions involved in trying to shop ethically and the ways shopkeepers and suppliers reconcile their need to do good with the ever-present need to turn a profit. In addition to his in-depth analysis of the fair-trade market, Brown also provides a how-to chapter that outlines strategies readers can use to appear altruistic. This chapter highlights the ways that socially responsible markets have been detached from issues of morality. A fascinating account of...

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Reviews

It is great and fantastic. Better then never, though i am quite late in start reading this one. Your life period will likely be transform once you comprehensive reading this book.

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An extremely wonderful book with lucid and perfect information. It is one of the most awesome publication i have read. Your life period will probably be enhance the instant you total looking at this pdf.

-- Prof. Dan Windler MD