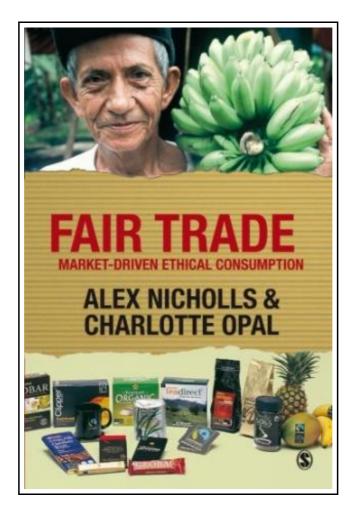
# Fair Trade: Market-Driven Ethical Consumption (Paperback)



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Sage Publications Ltd, United Kingdom, 2005. Paperback. Book Condition: New. 230 x 152 mm. Language: English . Brand New Book. 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, quantative analysis and reasoned arguement, 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, Fair Trade is at a crucial moment in its evolution from alternative trading mechanism to mainstream economic model. This timely and thoughtful book...



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