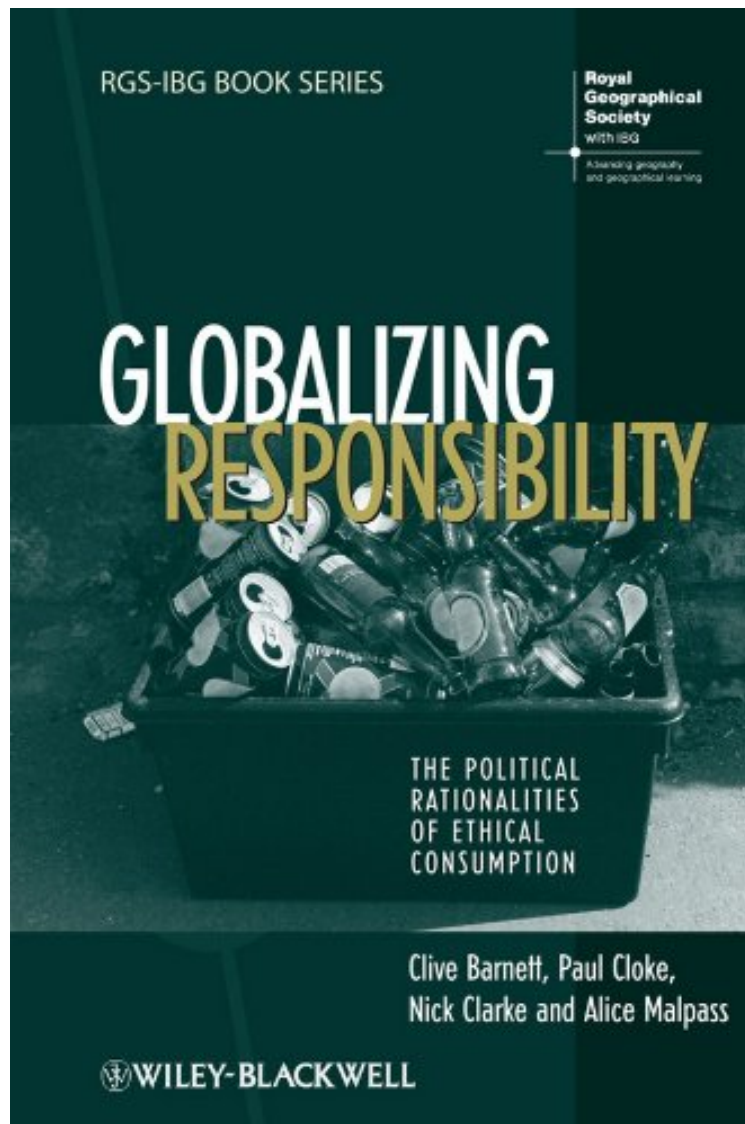


[Ebook free] Globalizing Responsibility: The Political Rationalities of Ethical Consumption (RGS-IBG Book Series)

Globalizing Responsibility: The Political Rationalities of Ethical Consumption (RGS-IBG Book Series)

Clive Barnett, Paul Cloke, Nick Clarke, Alice Malpass
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Clive Barnett, Paul Cloke, Nick Clarke, Alice Malpass : Globalizing Responsibility: The Political Rationalities of Ethical Consumption (RGS-IBG Book Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Globalizing Responsibility: The Political Rationalities of Ethical Consumption (RGS-IBG Book Series):

Globalizing Responsibility: The Political Rationalities of Ethical Consumption presents an innovative reinterpretation of the forces that have shaped the remarkable growth of ethical consumption. Develops a theoretically informed new approach to shape our understanding of the pragmatic nature of ethical action in consumption processes Provides empirical research on everyday consumers, social networks, and campaigns Fills a gap in research on the topic with its distinctive focus on fair trade consumption Locates ethical consumption within a range of social theoretical debates - on neoliberalism, governmentality, and globalisation Challenges the moralism of much of the analysis of ethical consumption, which sees it as a retreat from proper citizenly politics and an expression of individualised consumerism

"Globalizing Responsibility: The Political Rationalities of Ethical Consumption presents an innovative reinterpretation of the forces that have shaped the remarkable growth of ethical consumption." (Breitbart.com: Business Wire, 29 November 2010) "Based on original research and innovative thinking, this profound and insightful book challenges conventional thinking about 'ethical consumption.' Approaching the subject as a distinctive form of political mobilisation, Globalizing Responsibility shows how our everyday consumption practices are related to wider narratives of social justice and collective responsibility." mdash;Peter Jackson, University of Sheffield "By viewing ethical consumption patterns as a political phenomenon, the authors deliver a far deeper understanding of this growing movement than a whole raft of marketing and business literature which has gone before." mdash;Rob Harrison, Ethical Consumer Magazine

From the Back Cover Interest in the ethics and politics of consumption is rising steadily. But many questions still remain about the complex motivations and practices involved in being an 'ethical consumer'. Globalizing Responsibility: The Political Rationalities of Ethical Consumption presents an innovative reinterpretation of the forces that have shaped the remarkable growth of ethical consumption. The book challenges the claim that this phenomenon reflects an increase in individualism and a retreat from proper politics. Using detailed qualitative empirical cases of ethical consumption campaigns, the book investigates the practical strategies used to encourage various ethical consumption activities by ordinary people. First, it looks at the way in which discourses of responsibility and repertoires of consumerism are deployed by activists to enrol support for global campaigns around fair trade, environmental issues, and human rights. And then it looks at how ordinary people engage critically as citizens, not just as consumers,. These two interwoven strands reveal the pragmatic dynamics of ethical action in consumption processes and point to important new directions in understanding the contemporary politicization of consumption. Globalizing Responsibility: The Political Rationalities of Ethical Consumption represents a valuable new contribution to our critical understanding of the politics and ethics of consumption, and to the wider political and academic debates on citizenship, participation, and subjectivity.