Globalizing Responsibility: The Political Rationalities of Ethical Consumption
Clive Barnett, Paul Cloke, Nick Clarke, Alice Malpass

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DESCRIPTION

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

ABOUT THE AUTHOR

Clive Barnett is Reader in Human Geography, Faculty of Social Sciences, The Open University.

Paul Cloke is Professor of Human Geography, Department of Geography, University of Exeter.
Nick Clarke is Lecturer in Human Geography, Department of Geography, University of Southampton.

Alice Malpass is Research Associate, Primary Health Care, University of Bristol.

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