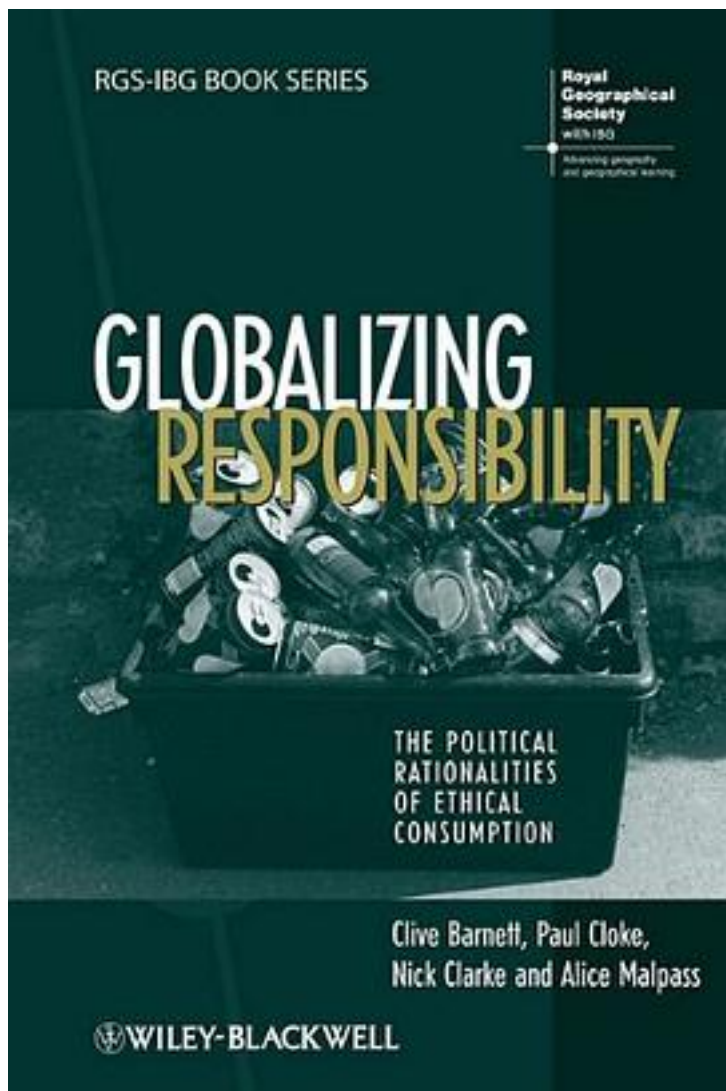


Globalizing Responsibility



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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

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