

1. Record Nr.	UNINA9910455282003321
Titolo	Hidden hands in the market [[electronic resource] ] : ethnographies of fair trade, ethical consumption and corporate social responsibility // edited by Geert de Neve ... [et al.]
Pubbl/distr/stampa	Bingley, : Emerald JAI, 2008
ISBN	1-280-77092-9 9786613681690 1-84855-059-6
Descrizione fisica	1 online resource (337 p.)
Collana	Research in economic anthropology, , 0190-1281 ; ; v. 28
Altri autori (Persone)	NeveGeert de
Disciplina	174.4
Soggetti	Capitalism - Moral and ethical aspects International trade - Moral and ethical aspects Competition, Unfair - Moral and ethical aspects Anti-globalization movement Social responsibility of business Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Hidden Hands in the Market: Ethnographies of Fair Trade, Ethical Consumption, and Corporate Social Responsibility; Copyright page; Contents; List of contributors; Preface; Chapter 1. Introduction: Revealing the hidden hands of global market exchange; Social relations in a depersonalised economy; The economy unbound: problems of boundedness and autarky; Contesting value: just prices and exchange; Regulation, deregulation, and governance; Conclusion: hidden hands in the market; Notes; Acknowledgements; References Chapter 2. Think locally, act globally: The political economy of ethical consumptionThinking locally, acting globally; Seeing an ethical world; The medium is the message; Conclusion; Notes; Acknowledgments; References; Chapter 3. Food values: The local and the authentic; Food chains; The local; Authenticity; Political implications; References; Chapter 4. Outsourcing otherness: crafting and marketing culture in the global handicrafts market; Introduction; Handicrafts research;

Artistic and cultural production in Bali; "Not Moroccan enough";  
Crafting objects and stories  
Reclaiming power and agency through fair trade  
Discussion; Notes;  
Acknowledgments; References; Chapter 5. Looping the value chain:  
Designer copies in a brand-name garment factory; Introduction; The  
context: "signature fashions"; "Thieving a chance" at signature  
fashions; Contesting value on the shop-floor; Conclusions; Notes;  
Acknowledgments; References; Chapter 6. "Longing for the west": the  
geo-symbolics of the ethical consumption discourse in Hungary; The  
context of the research; Ethically loaded commodities as emblems of  
westernness; Conclusion; Notes; References  
Chapter 7. The hands that pick fair trade coffee: Beyond the charms of  
the family farm  
Introduction; Fair trade and the charm of the family  
farm; Costa Rica and the small family farm; The coffee harvest; Migrant  
workers; Conclusions; Notes; Acknowledgements; References; Chapter  
8. Making or marketing a difference  
quest An anthropological  
examination of the marketing of fair trade cocoa from Ghana;  
Introduction; The marketing of fair trade; Fair trade in practice; Fair  
trade: views from the village; Cocoa and the role of government;  
Payback time: how farmers get even by not paying back  
Farmer agency and resistance in the twentieth century  
Conclusion;  
Notes; Acknowledgements; References; Chapter 9. Produce(ing) equity:  
Creating fresh markets in a food desert; Introduction; Kentucky  
agriculture at a crossroads; The urban setting; Farm to city; Creating  
the something between; Beyond business as usual: discussion and  
conclusions; Notes; Acknowledgments; References; Chapter 10. Global  
garment chains, local labour activism: New challenges to trade union  
and NGO activism in the Tiruppur garment cluster, South India;  
Introduction; The Tiruppur garment cluster  
Representing garment workers

---

### Sommario/riassunto

In much of the world's economy, production, exchange and  
consumption are regulated by the Market, which is believed to be based  
on economic rationality and driven by a desire to consume. This  
collection of essays discusses alternative perspectives that se

---