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Nota di contenuto	Cover; Title Page; Copyright; Contents; Acknowledgments; PART I. INTRODUCTION TO FAIR TRADE IN THE GLOBAL MARKET; Chapter 1 - Philosophy, Practices, and Organizational Culture; Fair Trade: Why Now?; How Do ATOs Conduct Business?; Origin, Evolution, and Collaboration; Fair Trade in a Culture of Social Responsibility; Questions for Fair Trade Analysis; Our Fair Trade Journey; Chapter 2 - Scholarly Perspectives for Analysis of Fair Trade; Business Organizational Culture; Business Strategy; Small Business Performance; Artisanal Work and Development; Cultural Product Meaning for Consumers Multidisciplinary and Systemic AnalysisPART II. INCOME, JUSTICE, AND EMPOWERMENT THROUGH FAIR TRADE; Chapter 3 - Ten Thousand Villages: A Mission-Driven Journey; The Mission: Providing Vital, Fair Income; The Business: Selling Handcrafts and Telling the Story; Toward an Integrated, Mission-Driven, Viable Business; Chapter 4 - SERRV: Alternative Distribution, Philosophical Considerations, and Hard Business Decisions; Business Decision 1: Eliminating Staff Positions; Business Decision 2: Focusing on Product Design; Business Decision 3: Expanding Alternative Distribution

Launching the Next 50 Years  
Chapter 5 - Pueblo to People: Balancing Politics and Business; Pueblo to People's History; Shared Politics, Shared Values; Producer-Focused Business Operations; An Unsustainable Business; Conclusions; Chapter 6 - Marketplace: Handwork of India  
"Soaring With Strong Wings"; Marketplace: From Mumbai, India, to Evanston, Illinois; Indigenous Skills and Aesthetics; Organizational Decentralization; Design and Product Development; Global Dialogue; Leadership Transition; Conclusions; Chapter 7 - Focused Players With Pragmatic Approaches  
Aid to Artisans: Linking Artisans to the Market  
PEOPLe: Link: Using the Internet for Global Trade and Democracy; Traditions Fair Trade: Independent Retailing; Pragmatic Conclusions; PART III. DIVERSE STAKEHOLDERS IN THE SYSTEM OF FAIR TRADE; Chapter 8 - Artisan Producer Groups: 'Our Hands Are Our Future'; Artisan Profile 1: UPAVIM; Artisan Profile 2: Ruth and Nohemi; Artisan Profile 3: Tejidos de Guadalupe; Artisan Group Organizational Culture; Chapter 9 - Consumers: Creative, Practical, and Concerned; Who Are Consumers?; What Are Consumers Looking for in a Product? Are ATOs Offering Products With the Desired Quality and Appearance? How Do Consumers Feel About the World, Its People, and the Contributions ATOs Are Making?; What Will Influence Consumers' Future Purchasing?; Conclusions; Chapter 10 - Challenges in Product Development; Focus on Tradition; Diverse Approaches for Product Development; Day-to-Day Factors Influencing Product Development; Conclusions; PART IV CHALLENGES AND OPPORTUNITIES FOR MAXIMIZING SOCIAL RESPONSIBILITY THROUGH FAIR TRADE; Chapter 11 - Strategic Appropriateness for the Global Market  
Question 1: Past Viability With an Artisan Focus

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Sommario/riassunto

This study provides a practical, non-exploitative alternative for conducting business, which bridges the consumer's social concerns and the producer's financial concerns.

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