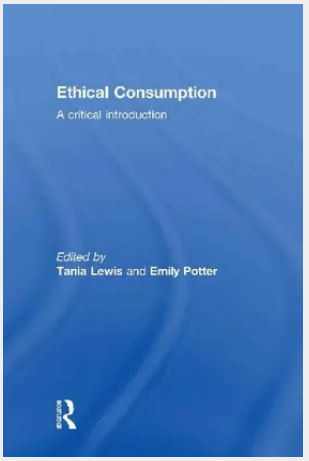
Lewis / Potter

Ethical Consumption

A Critical Introduction



A not-so-quiet revolution seems to be occurring in wealthy capitalist societies - supermarkets selling ‘guilt free’ Fairtrade products; lifestyle TV gurus exhorting us to eat less, buy local and go green; neighbourhood action groups bent on ‘swopping not shopping’. And this is happening not at the margins of society but at its heart, in the shopping centres and homes of ordinary people. Today we are seeing a mainstreaming of ethical concerns around consumption that reflects an increasing anxiety with - and accompanying sense of responsibility for - the risks and excesses of contemporary lifestyles in the ‘global north’. This collection of essays provides a range of critical tools for understanding the turn towards responsible or conscience consumption and, in the process, interrogates the notion that we can shop our way to a more ethical, sustainable future. Written by leading international scholars from a variety of disciplinary backgrounds - and drawing upon examples from across the globe - Ethical Consumption makes a major contribution to the still fledgling field of ethical consumption studies. This collection is a must-read for anyone interested in the relationship between consumer culture and contemporary social life.

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