



Social Responsibility in the Global Market: Fair Trade of Cultural Products

Mary Ann Littrell, Marsha Ann Dickson

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Social Responsibility in the Global Market provides a practical, non-exploitative alternative for conducting business, which bridges the consumer's social concerns and the producer's financial concerns.

Mary Ann Littrell and Marsha Ann Dickson utilize in-depth case studies to introduce past successes and failures for seven Alternative Trading Organizations (ATOs). These organizations foster artisan empowerment, cultural integrity and business sustainability.

An integrative model synthesizes business conditions, tasks and skills imperative for effective functioning of a fair trade system in an increasingly global market.



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