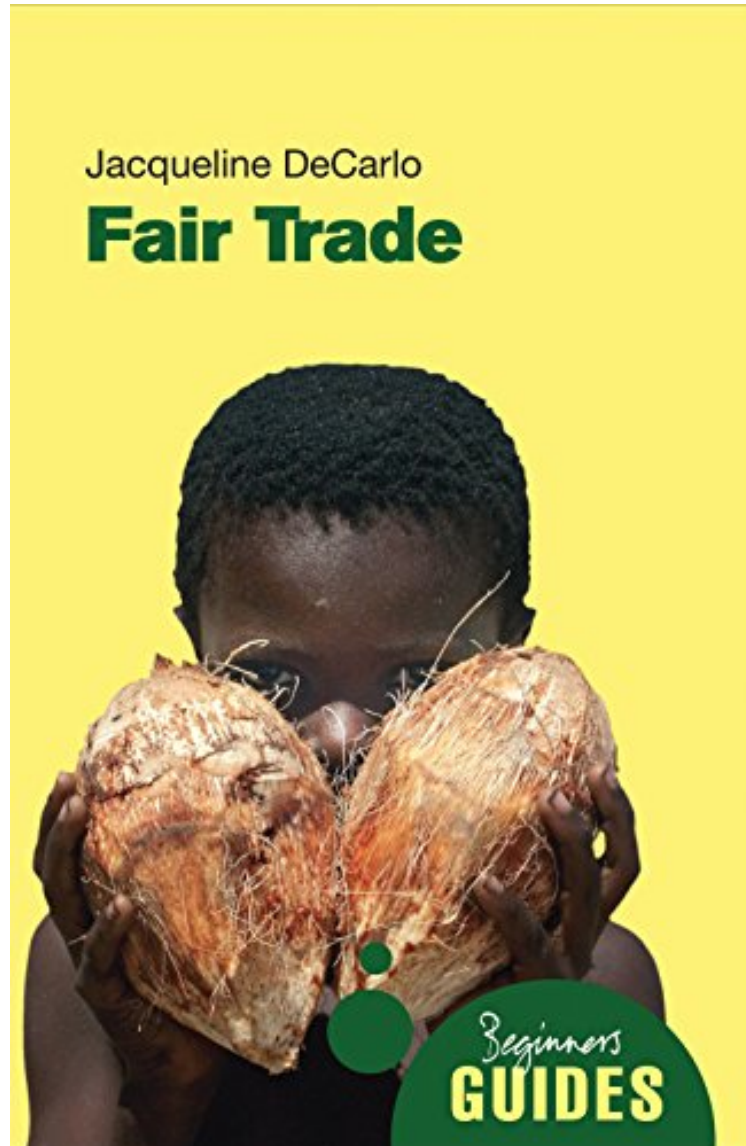


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## Fair Trade: A Beginner's Guide (Beginner's Guides)

Jacqueline DeCarlo

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**Jacqueline DeCarlo : Fair Trade: A Beginner's Guide (Beginner's Guides)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Fair Trade: A Beginner's Guide (Beginner's Guides):

0 of 0 people found the following review helpful. Five StarsBy Susan O'NeillGreat resource and overview!2 of 2 people found the following review helpful. An easy intro to understanding fair trade and all that is not...By ShannynRequired for a grad school class but it quickly became one of my favorites, and I reference it often.8 of 10 people found the following review helpful. not impressed...By meganIf you're looking for a cut-and-dry approach to fair trade, this is not the book for you. I was looking for something that really got into the functional side of fair trade

business relationships, and was disappointed to see the author took the typical, tired, aid-focused approach. I firmly believe that artisans and agriculturalists in developing countries have a lot to offer in trade, and if we approach relationships with a win-win mentality, progress and development will follow. The author seems to believe the developed world needs to engage in these relationships as a form of assistance - I disagree 100%. Until we start to recognize the TRUE VALUE of products and services from developing countries, we will be trapped in a cycle of aid and handouts.

What's wrong with buying regular coffee? Does Fair Trade necessarily mean ethical trade? What impact can the average consumer have on global economics? Author and activist Jacqueline DeCarlo reveals why the movement has come to mean far more than just bananas, coffee, and chocolate. Grounded in the inspiring power of Fair Trade as a positive alternative to poverty, environmental destruction, and human exploitation, this enlightening book explains how we can make a difference. Providing an accessible explanation of the principles behind the movement and tracing its development into the powerful economic and social justice tool it is today, *Fair Trade: A Beginner's Guide* will rouse readers of all backgrounds to help end global injustice. Jacqueline DeCarlo is Fair Trade Program Officer of Catholic Relief Services.

"Fantastic. For anyone that has ever wondered about what 'fair trade' means, this Beginner's Guide tells you everything you ever wanted to know and more." -- Alexandra Spielfeld - Director, Trade and Global Governance Program, Institute for Agriculture and Trade Policy  
"From coffee farmers to consumers, ceramics to certification, DeCarlo brings to life the history and depth of the Fair Trade movement." -- Rob Everts - co-Executive Director, Equal Exchange  
"Jacqueline DeCarlo articulates the history and future of our movement, outlining the challenges in front of us and the opportunities for consumers to make a tremendous impact by choosing fair trade." -- Carmen K. Iezzi - Executive Director, Fair Trade Federation  
"is a valiant effort to fill an unmet need in providing people a fairly inviting primer on fair trade" -- Green LA girl  
"Fantastic. For anyone that has ever wondered about what 'fair trade' means, this Beginner's Guide tells you everything you ever wanted to know and more. -- Alexandra Spielfeld - Director, Trade and Global Governance Program, Institute for Agriculture and Trade Policy  
Well researched, clear and concise. DeCarlo's personal involvement in the fair trade movement informs her writing and kept me engaged all the way through to the last page. -- Melanee Meegan - Marketing Director, Peace Coffee, USA  
About the Author  
Jacqueline DeCarlo is Fair Trade Program Advisor of Catholic Relief Services, and former Director of the Fair Trade Resource Network.