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Abstract

This paper critically examines the discourse surrounding fair trade mainstreaming, and

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- 2. Nicholls and Opal, Fair Trade; Raynolds, Murray, and Taylor, Transforming Globalisation.
- 3. Davies, 'Alliances and Networks'; Doherty and Tranchell, 'Radical Mainstreaming'; Golding and Peattie, 'In Search of a Golden Blend'; Low and Davenport, 'Postcards from the Edge' and 'Has the Medium'; Moore, Gibbon, and Slack, 'Mainstreaming of Fair Trade'; Moore, 'Fair Trade Movement'; Nicholls and Opal, Fair Trade.
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