





Home ▶ All Journals ▶ Journal of Strategic Marketing ▶ List of Issues ▶ Volume 14, Issue 3 ▶ What if all trade was fair trade? The po

Journal of Strategic Marketing > Volume 14, 2006 - Issue 3

572 10

Views CrossRef citations to date Altmetric

Original Articles

What if all trade was fair trade? The potential of a social clause to achieve the goals of fair trade

Carmen Valor

Pages 263-275 | Published online: 18 Feb 2007

66 Cite this article

▲ https://doi.org/10.1080/09652540600856519

Sample our Business & Industry Journals to the latest two volumes for 14 days

Full Ar

Repri

Abstra

This pap

inclusion

any non

comr issue

attempt multilate

analysin

whether trade m

social cl

We Care About Your Privacy

We and our 855 partners store and access personal data, like browsing data or unique identifiers, on your device. Selecting "I Accept" enables tracking technologies to support the purposes shown under "we and our partners process data to provide," whereas selecting "Reject All" or withdrawing your consent will disable them. If trackers are disabled, some content and ads you see may not be as relevant to you. You can resurface this menu to change your choices or withdraw consent at any time by clicking the ["privacy preferences"] link on the bottom of the webpage [or the floating icon on the bottom-left of the webpage, if applicable]. Your choices will have effect within our Website. For more details, refer to our Privacy Policy. Here

We and our partners process data to provide:

I Accept

Reject All

Show Purpose de': the

could cover

e more

ines, this

This paper

teral and

ter

xamining

e of the fair

clusion of a

movement. Since it does not aim at altering 'unjust' trade structures but 'unfair' labour

practices, the social clause should be better understood as an improvement of existing Ethical Trade initiatives.

Q Keywords: Social clause WTO Ethical Trade Fair Trade

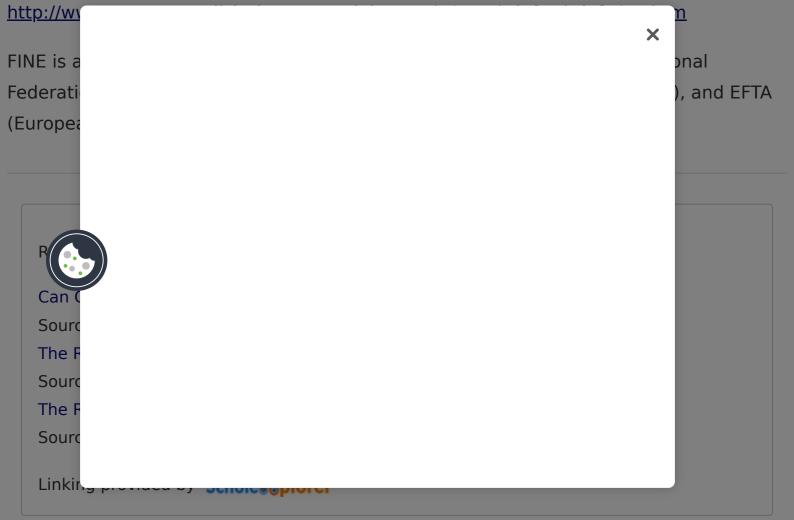
ACKNOWLEDGMENTS

This research was supported by the grants FPU (2003) of the Ministerio de Educación, Cultura, Deporte (Spain). I am very grateful to Ali H. Abdul for proof-reading this paper.

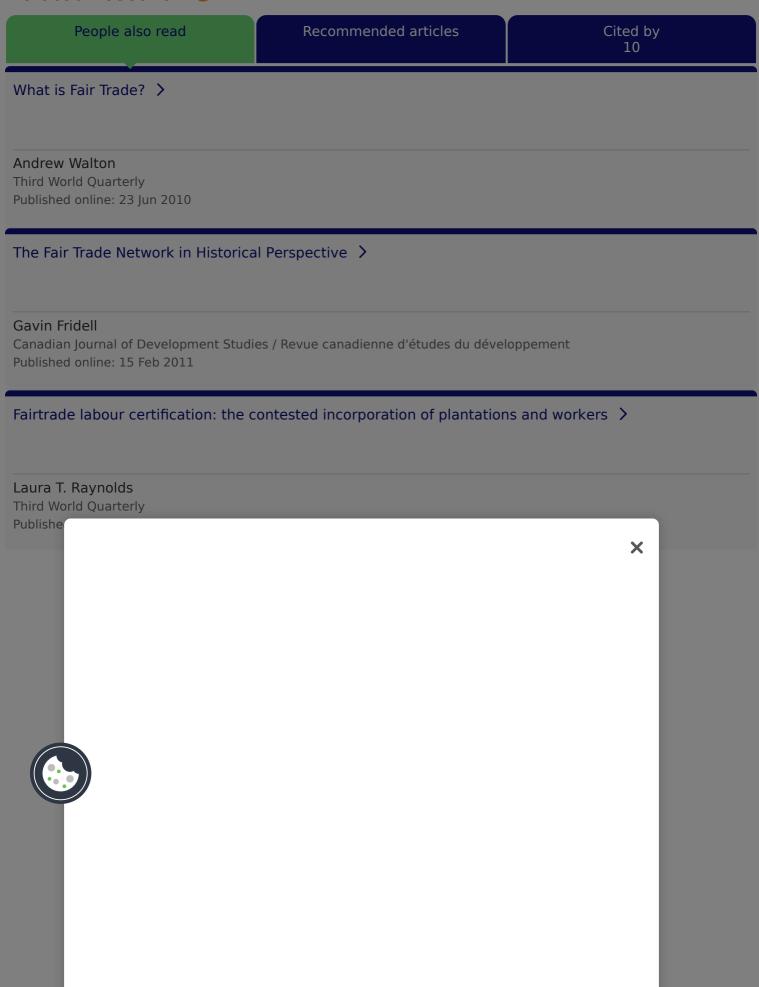
Notes

2.

- 1. http://www.eiro.eurofound.eu.int/2000/12/feature/eu0012286f.html
- $\underline{http://www.ilo.org/public/english/standards/ipec/publ/policy/brussels_traffpaper2002.pdf,}\\ \underline{http://www.globalmarch.org/worstformsreport/world/europe-region.html}$



Related research (1)



Information for Open access **Authors** Overview R&D professionals Open journals Editors **Open Select** Librarians **Dove Medical Press** Societies F1000Research Opportunities Help and information Reprints and e-prints Advertising solutions Newsroom Accelerated publication Corporate access solutions Books Keep up to date Register to receive personalised research and resources by email Sign me up X or & Francis Group Copyright Registered 5 Howick Pl