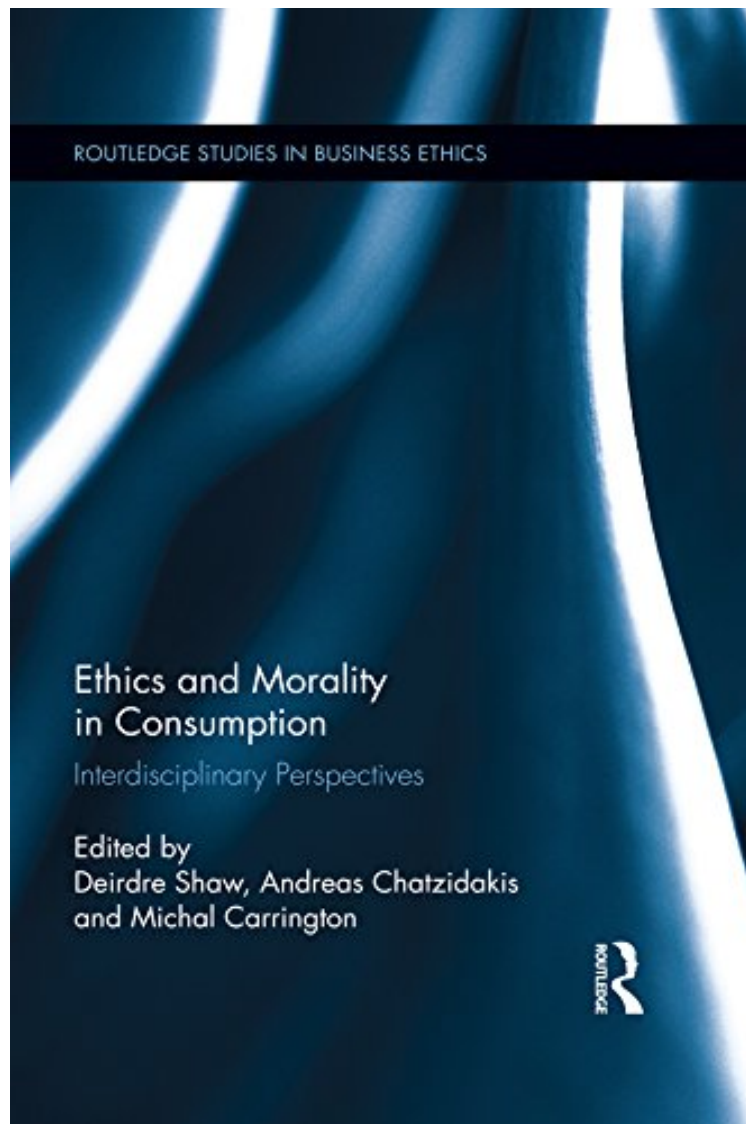


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Ethical consumerism is on the rise. No longer bound to the counter-cultural fringes, ethical concerns and practices are reaching into the mainstream of society and being adopted by everyday consumers ndash; from considering carbon miles to purchasing free-range eggs to making renewable energy choices. The wide reach and magnitude of ethical issues in society across individual and collective consumption has given rise to a series of important questions that are inspiring scholars from a range of disciplinary areas. These differing disciplinary lenses, however, tend to be contained in separate streams of research literature that are developing in parallel and in relative isolation. Ethics in Morality and Consumption takes an interdisciplinary perspective to provide multiple vantage points in creating a more holistic and integrated view of ethics in consumption. In this sense, interdisciplinary presupposes the consideration of multiple and distinct disciplines, which in this book are considered in delineated chapters. In addition, the Editors make an editorial contribution in the final chapter of the book by combining these separate disciplinary perspectives to develop a nascent interdisciplinary perspective that integrates these perspectives and presents platforms for further research.

"This book brilliantly unites dichotomized notions of ethics and consumption from a broad range of disciplines and perspective." ndash;Helene Cherrier, Griffith University, Australia "It has been widely appreciated that consumption refuses to sit comfortably within disciplinary boundaries. Too frequently the limited range of disciplines actually represented within a book hinders claims of an interdisciplinary approach. It is therefore refreshing to see an approach to the study of consumption that acknowledges and brings together the differing perspectives that leading authors from diverse fields can bring to the subject of ethics in consumption." ndash;Matthew Higgins, University of Leicester School of Management, UK "If consuming ethically is going to help solve the many social and ecological problems that humans currently face, then Ethics and Morality in Consumption is the kind of book we need: A book that provides fine literature reviews from multiple vantage points, that keeps re-situating and questioning the nature of ethical consumption, and that points to a bevy of questions that should keep scholars (and activists) busy for years to come." ndash;Tim Kasser, Knox College, USA "In a world where inequality is increasing, and endless growth is unsupportable, it is difficult to imagine a more important topic than the ethics of consumption. This thorough and comprehensive collection guides us through the ethical terrain of our possible futures, and lays out the challenges we face in imagining a sustainable consumer culture." ndash;Richard Wilk, Indiana University, USA About the Author Deirdre Shaw is Professor of Marketing and Consumer Research at University of Glasgow, Scotland. Michal Carrington is Lecturer in Marketing at the University of Melbourne, Australia. Andreas Chatzidakis is Senior Lecturer in Marketing at Royal Holloway, University of London, UK.