**FURTHER READING**

For a review of ethical marketing practices, see a *Harvard Business Review* article by Professor Julie Irwin, Ethical consumerism isn’t dead, it just needs better marketing. <https://hbr.org/2015/01/ethical-consumerism-isnt-dead-it-just-needs-better-marketing> (accessed 2 February 2016).

Does the ‘conscious consumer’ demand transparency as they take an increasing interest in the ethical practices of those they buy from? Jessie Baker in the UK’s *Guardian* newspaper takes a stance: [www.theguardian.com/women-in-leadership/2015/apr/02/the-rise-of-the-conscious-consumer-why-businesses-need-to-open-up](http://www.theguardian.com/women-in-leadership/2015/apr/02/the-rise-of-the-conscious-consumer-why-businesses-need-to-open-up) (accessed 2 February 2016).

A Mintel report in July 2015 examined the issue of communicating ethics to different generations, as well as companies needing to improve the visibility of their CSR activity: <http://store.mintel.com/the-ethical-consumer-uk-july-2015?cookie_test=true> (accessed 2 February 2016).

During the summer of 2014, environmentalists Muna Dajani and Lina Isma’il conducted research for an innovative Palestinian guidebook. The authors visited farmers, artisans and companies throughout Palestine, and wrote 100 profiles introducing their work. The result of their journey is a guidebook (*Conscious Choices: A Guide to Ethical Consumerism in Palestine*) that invites its readers to get to know the people behind the products they buy, and to build and expand their own individual network of producers: <https://ps.boell.org/en/2015/05/12/conscious-choices-guide-ethical-consumerism-palestine> (accessed 2 February 2016).