

Review of: "Ethical and political consumption: an integrated typology of practices"

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I would like to commend the author for a thorough, insightful, and interesting investigation of alternative consumption. The synthesis and appraisal of existing literature is performed almost flawlessly. Furthermore, the mapping of consumer practices on the basis of monetary transaction and legality offers a novel and comprehensive view of the different forms of alternative (i.e., ethical and/or political) consumption. Lastly, this conceptual work offers fruitful avenues for future research which may be of great value from both a marketing and a societal perspective.