

Contents

Acknowledgements	vii
Introduction	1
1. The Grand Delusion	7
Homo Economicus	12
Industrialization and Social Defence	23
2. The Materialization of Dreams	27
The Age of Revolt	27
Rochdale	34
A Brief History of Nowhere	40
Co-operativism and Socialism	43
Socializing Capital	49
Stages of Co-operation	51
3. Co-operation Italian Style	55
The Fascist Repression	62
Renaissance of the Italian Co-operatives	69
4. The Emilian Model and the Socialization of Capital	73
The Rise of Regions	76
The Emilian Model	79
5. Social Co-ops and Social Care	87
On Civil Society and the Social Economy	93
On Reciprocity	96
Social Co-operatives	98
The Case for a Co-op Approach to Social Care	101
Beyond Defensiveness	108
Creating a Social Market	110
6. Japan	117
Product Labeling and Advocacy	126
Workers' Collective Movement	128
Health and Happiness	129
Elder Care	132
7. The Daughters of Kali	135
Sonagachi	137

The Stories	149
A Terrible Reflection.	155
8. Fair Trade and the Empire of Tea.	161
Fair Trade and Co-operation	167
The Fair Trade Network	168
Tea	169
The Small Organic Farmers Association.	171
Fair Trade on the Ground	173
The Seductions of Success	176
Beyond Commodities — Going Glocal	179
The Future of Fair Trade	184
Politics	187
9. Argentina: Occupy, Resist, Produce.	191
New World, Old Habits	194
Occupy, Resist, Produce	196
Zanon	197
Co-op and Community	200
Brukman	202
An Awakening	205
The Road Ahead	213
10. The Crisis of Community	219
The Decline of Social Capital.	223
The End of Authenticity	227
Shadowland.	233
Reciprocity and Restoration	235
The Meaning of Work	237
11. Humanizing the Economy:	
Co-operatives in the Age of Capital.	241
The Future of an Idea	247
Happiness Matters	251
Commons Sense	255
Japan's Fishing Co-operatives.	257
Ozone	258
Globalizing Localism	259
Notes	267
Index	287
About the Author	295