



Otto Moralverbraucher: Vom Sinn und Unsinn engagierten Konsumierens (German Edition)

Caspar Dohmen

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Nach ethischen Kriterien einkaufen und die Wirtschaft damit gerechter oder grüner gestalten - für diese Idee begeistert sich bereits jeder Fünfte. In nur zwei Jahren stieg die Zahl derer, die nach ethischen Massstäben einkaufen wollen, um fast ein Drittel. Doch was können wir tatsächlich mit dem Einkaufswagen erreichen, ausser dass wir uns ein gutes Gewissen erkaufen?

Dieses Buch zieht die kritische Bilanz einer weltumspannenden Idee und zeigt: Der moralisch korrekte Konsum ist ein erster Schritt zu einer nachhaltigeren Wirtschaft, mehr jedoch leider nicht. Die entscheidenden Stellschrauben für ein besseres Wirtschaftssystem liegen woanders.

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