



The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power and Politics of the World Trade, 2nd Edition

By Pietra Rivoli

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The Travels of a T-Shirt in the Global Economy has been lauded by the New York Times, Financial Times, and reviewers worldwide. Translated into fourteen languages, *Travels* has received numerous awards for its frank and nuanced discussion of global economic realities. Now updated and revised—including a discussion of environmental issues—this fascinating book illustrates crucial lessons in economics, politics, and globalization.

The major themes and conclusions from the first edition are intact, but in response to questions from readers and students around the world, the second edition now includes:

- Updates on the people, businesses, and politics involved in the production of the T-shirt.
- Discussions of environmental issues related to both international trade and the T-shirt's life story.

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Editorial Review

Review

"Engrossing....(Rivoli) goes wherever the t-shirt goes and there are surprises around every corner...full of memorable characters and vivid scenes." (*TIME*)

"An engaging and illuminating saga...Rivoli follows her T-shirt along its route, but that is like saying that Melville follows his whale...Her nuanced and fair-minded approach is all the more powerful for eschewing the pretense of ideological absolutism, and her telescopic look through a single industry has all the makings of an economics classic." (*New York Times*)

"...Succeeds admirably... T-shirts may not have changed the world, but this story is a useful account of how free trade and protectionism certainly have." (*Financial Times*)

"Rarely is a business book so well written that one would gladly stay up all night to finish it..." (*CIO: Chief Information Officer Magazine*, June 15, 2005)

"Globalization is a hot-button topic that generates strong feelings along with images of boarded-up, independent businesses in America and exploitative sweatshops overseas. But what exactly is it? Rivoli chronicles the round-the-world odyssey of a T-shirt, from Texas cotton-growers to an African used-clothing bazaar, to reveal how the planetary economy really works. Whether you feel hurt or helped by globalization, you'll certainly understand it better after reading this fascinating account." (*Entrepreneur Magazine*)

"*The Travels of a T-Shirt in the Global Economy* is an excellent piece of work - a thorough, lucid and (best of all) honest examination of how politics and economics intertwine in the real world." (*The Philadelphia Inquirer*)

"...a fascinating exploration of the history, economics and politics of world trade...*The Travels of a T-Shirt* is a thought-provoking yarn that exhibits the ugly, the bad and the good of globalization, and points to the unintended positive consequences of the clash between the proponents and opponents of free trade." (*Dallas-Fort Worth Star-Telegram*)

"...a readable and evenhanded treatment of the complexities of world trade... As Rivoli repeatedly makes clear, there is absolutely nothing free about free trade except the slogan." (*San Francisco Chronicle*)

From the Back Cover

Praise for *The Travels of a T-Shirt in the Global Economy*

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—Fort Worth Star-Telegram

About the Author

Pietra Rivoli, PhD, is Professor at Georgetown University's McDonough School of Business, where she specializes in international business, finance, and social issues in business. *Travels of a T-Shirt* has won numerous awards and has been translated into fourteen languages.

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