



Rising above Sweatshops: Innovative Approaches to Global Labor Challenges

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Workers have basic rights that should not be violated, notwithstanding the geographical locale of their work. But those rights often appear to conflict with the economic and commercial needs of both developing nations and multinational enterprises. Creative approaches are necessary if workers' rights are to coexist with commercial success, or even survival. This book introduces the current global labor milieu and showcases innovative solutions via original case studies (e.g., Nike, Levi Strauss), which demonstrate how multinational enterprises can respect worker rights while benefiting from the economic advantages of a global labor market.

Part I provides an overview of global labor challenges from a broad variety of perspectives, including economics, public policy, philosophy, and strategic management. The facts and contention of the new sweatshop school of thought are analyzed, along with industrialization and utilization of labor in developing countries; the application of basic human rights to the circumstances of workers; the unique role of nongovernmental organizations in the debate over global labor practices; and the Total Responsibility Management approach to implementing improved labor practices.

Part II analyzes case studies, based on original field research, of well-known global corporations. The examined programs provide examples of innovative responses by multinational firms, the International Labor Organization, and other NGOs to challenges regarding global labor practices. These cases can help other firms avoid the unhappy dilemma of either exploiting workers and enduring a public relations backlash, or terminating operations in various developing nations. The true solution lies in companies respecting worker rights, while benefiting from the economic advantages of a global labor market.

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