

# Financial Times/ Goldman Sachs Business Book of the Year Finalist

"An engaging and illuminating saga...Rivoli follows her T-shirt along its route, but that is like saying that Melville follows his whale...has all the elements of an economic classic." —*The New York Times*

"Engrossing...full of memorable characters and vivid scenes." —*Time*

"Succeeds admirably...A fine account of how the countervailing forces of the market and protectionism conflict in...a single product." —*Financial Times*

"Rivoli leads the reader through an informative journey in geography and time that demonstrates why the travels of a cotton T-shirt make the perfect illustration of the complexities of global trade."

—*San Francisco Chronicle*

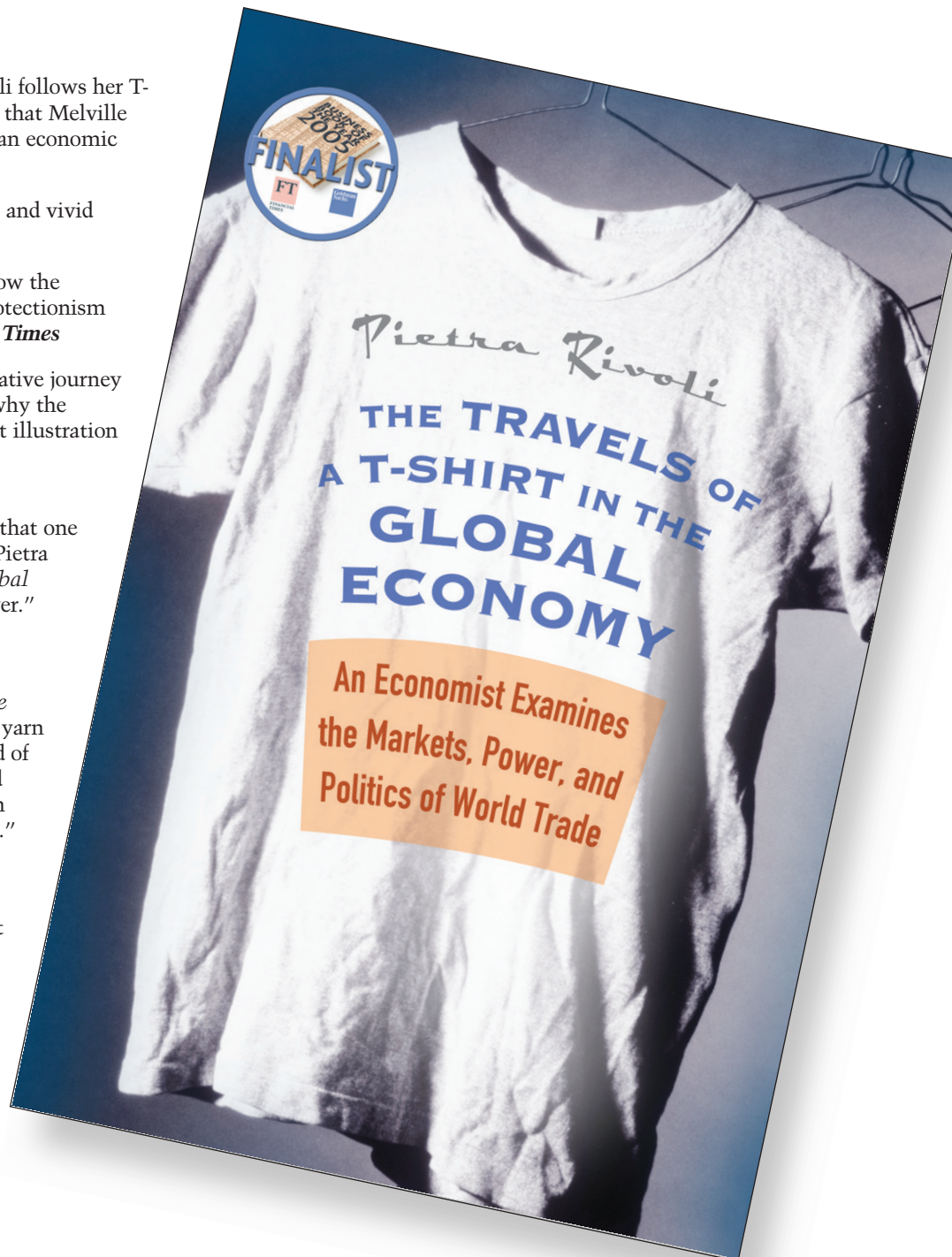
"Rarely is a business book so well written that one would gladly stay up all night to finish it. Pietra Rivoli's *The Travels of a T-Shirt in the Global Economy* is just such a page-turner, however."

—*CIO Magazine*

"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*

"Whether you feel hurt or helped by globalization, you'll certainly understand it better after reading this fascinating account." —*Entrepreneur Magazine*



 **WILEY**

Now you know.

wiley.com

ISBN: 0-471-64849-3 / Hardcover / \$29.95