

- With this, we can see a distinctly geographical change in character between the relationship between 'consumption' and 'production'- the market relations are spanning ever distant times and spaces
- In this spirit of the 'artefact' motif, we can say that the 'life' of a commodity is one that emerges or is born of a set of social relations [production] and is realised in another [consumption]

If companies want to realise the most exchange value, they need to operate and realise the commodities' most 'competitive' assemblage of social relations:

- Value – 'socially useful labour time'
- As such, it's within capital's interest, to exert downward pressures on these, to be more profitable
- As written by Dicken (2010 p73-105) technological advances have served as the 'engine' for a 'global shift in capitalism, creating new industrial organisation and enterprise strategies' It has facilitated;
 - Greater international connectivity
 - Eased ability of capital to flow from one jurisdiction to another
 - Eased and improved international transport links

As such...

- Technology has eased the barriers of international trade, some have argued that this has annihilated capital's 'stickiness to place' (or 'the end of Geography')
- In other words, companies are now better able to search for more ideal environments that provide better 'opportunity costs' - i.e. for locations where the economic conditions best suit a more idealised (profitable) capital relation
- So, they are searching for places where they can manipulate and exploit time and labour to be more profitable:
 - Time:
 - High levels of productivity in the workforce
 - Good international connectivity (service to market)
 - Labour:
 - Minimum wages
 - Cheaper governance compliances (i.e. lower regulations)
 - Lower tax regimes
 - No/Low trade union representation
- As a consequence, we've seen a broad global shift from MEDCs to LEDCs

So how do we effectively conceptualise a globalising commodity?

- The globalising life of a commodity can be characterised through movement - a dynamic that is constantly changing
- Commodities are 'pre-eminently geographical objects' (Watts, 2005)
- The schematic of production - commodity - consumption no longer tells us anything other than that there is a relationship between these three ideas

Metaphorical Commodity Lives

- Geographers have come up with a variety of metaphors, descriptors and motifs that help to think through these ever internationalising/globalising links of our commodities; between production, distribution and consumption
- The most pervasive vignette has been the notion of the 'commodity chain' - a descriptive tool that attempts to explain the interlinkage
- More broadly, this notion splits into three distinct discourses: