

- Whilst we are aware of our globalising commodity chains, and their increasing complexity, we find it difficult to consistently work out (through following) these place-based dynamics
- So we find ourselves in an odd situation; on the one hand there is a moral imperative to lift the 'veil' and on the other the question of whether it is even possible (Harvey, 1990)

So what we find out is...

- Whilst 'commodity chains' have validity as an explorative method and critique of contemporary (global) capitalism, we find that;
 - The chains created are almost always partial and the narrative almost always disjointed
 - What we include is down to individual value judgements of the relevance to the chain
- 'CC's tell a story of 'value' that is narrowly defined; a singular journey of a commodity that reveals a singular 'truth' of 'realness' ; the labour/time relationship
- We as consumers rarely understand value and relationality as a labour relation (indeed it is difficult if at all possible to try)
- We understand a product's value not as solely a labour relation, but also through its cultural and symbolic value; what it represents and the meanings embedded within it
- In this sense, a commodity's value is not 'one truth' to be revealed - there are many different narratives of it to be explored

At the heart of this, we can see 'value' as underpinned by two different logics depending on CC position

- 'Production'
 - Value understood as finding the best labour/time relation for the accumulation of capital (profit)
 - As a general rule the locations that offer the cheapest, fastest production and speed to market attract investment
 - The logic of globalising commodity chains, stretching out labour relations across time and space (Spatial Division of Labour) (Massey, 1984)
 - Subcontracting practices complicate this process, lengthening and stretching labour/time relations further (Dicken, 2007)
- 'Consumption'
 - How we 'value' the product at consumption is different
 - We value a 'Patagonia' t-shirt at more money, not just because of its labour relationship, but because of what the brand represents
 - Branding/Marketing/Selling endeavours to generate 'added' cultural and symbolic value, that we can associate with the commodity, in order to justify a higher price point

We view 'value' as underpinned by two different manifestations of the same profit seeking logic

- 'Production'
 - Make as efficiently and 'cost effectively' that is possible - seeking out the most 'competitive' locations that can yield the most competitive and profitable labour/time relation to sell at this price
- Consumption
 - Buy at this most efficient rate