

DCUBS Welcomes Prof. Frank Trentmann for ‘Free Trade Nation’ Public Seminar

DCU Business School welcomed Professor Frank Trentmann of the University of London for a public lecture on the theme of free trade on 10th June 2008. The lecture, titled ‘Free Trade Nation: Commerce, Consumption and Civil Society in Modern Britain’, presented a fascinating insight into the often polemic theme for both advocates and opponents of trade liberalisation.

For those interested in the issue of globalisation, the lecture offered a vivid and thought-provoking perspective on the success and failure of Free Trade. For champions of trade liberalisation, it served as a reminder that culture, ethics and popular communication matter just as much as sound economics.

Believers in Fair Trade, by contrast, were surprised to learn that in the past it was Free Trade, not Fair Trade, which stood for democracy, justice and peace.

Prof. Frank Trentmann is Professor of History in the School of History, Classics, and Archaeology at Birkbeck College, University of London. He was director of the £5m Cultures of Consumption research programme. Trentmann is a leading subject author, whose work has focused on citizenship and consumption, civil society, and political culture.

This public lecture was presented by the The Consuming Identity Research Group, [Centre for Consumption Studies](#) at DCU.

The Centre for Consumption Studies (CCS) is a research cluster of experts interested in how people consume identity and, more broadly, in how we consume within consumer culture.