English 80

Homework #4: "Discarded Factory" Reading Questions
Answer each of the following questions in complete sentences and on a separate sheet of paper. Be sure to use pen and label your assignment with your name, course section number and assignment name.

1. What does Walter Landor mean when he says: "Products are made in a factory, but brands are made in the mind" (qtd. in Klein 195)? How is selling a brand more important to companies than selling a product?
2. According to Klein, why have superbrand companies stopped investing in factories? Include a quote to support your answer.
3. How do large corporations use contractors to get around accusations that they mistreat factory workers?
4. How does Wall Street reinforce the need to get out of the manufacturing business and focus on brand building? Include a quote to support your answer.
5. Why is Levi's decision to close factories in the US "not a job-flight story" (Klein 201)? Include a quote to support your answer.
6. What is an EPZ and how do they operate? Include at least two quotes to support your answer.
7. Who is the average EPZ worker and under what conditions does he/she work? Include a quote to support your answer.
8. How do "the barriers" around EPZs "reinforce the idea that what is happening inside is only temporary" and why is this important to help nations continue supporting the EPZs?
9. Why are most countries that host EPZs not likely to have the same experience as South Korea and Taiwan?
10. What are some of the problems the host countries and workers face because of EPZs?
11. Why doesn't the trickle-down theory of EPZs work? Include a quote to support your answer.
12. How do EPZs prevent unionization?
13. How are rural workers convinced to leave their homes and move to EPZs to work? Do the promises they are made come true?
14. How are EPZs particularly prejudicial against women? Include at least one quote to support your answer.
15. How do economists and multinational CEOs excuse the horrors of sweatshop labor? Include a quote to support your answer.