One of the most devastating effects of American consumer capitalism is not even one that occurs on US soil: the mistreatment of workers in the export processing zones (EPZs) of emerging nations. As companies look for ways to make more and more money, they have outsourced their manufacturing and contracted that work overseas. As Naomi Klein explains, “The reason for this is simple: building a superbrand is an extraordinarily costly project, needing constant managing, tending, and replenishing” (“Discarded” 196). Companies have shifted their focus from production of products to the creation of brands that sell. Therefore, they hire contractors to make their products in EPZs abroad. Foreign countries have been tricked into allowing the formation of tax-free EPZs based on the lie of the “trickle-down theory” (210). The lie convinces nations that the money that workers make in these EPZs will be spent in the surrounding nation and improve the nation’s overall economy. This is not, however, the reality. Instead the primarily female work force are paid so little and work under such horrendous conditions that there is neither money nor time for the workers to spend outside of the EPZs to improve the nation’s economy. While the invention of EPZs has enabled huge profits for American corporations, the workforce within these zones has suffered under corporate greed.