

Contents

<i>List of figures</i>	vii
<i>List of tables</i>	ix
<i>List of contributors</i>	x
<i>Acknowledgements</i>	xv
1. Being concerned about markets <i>Susi Geiger, Debbie Harrison, Hans Kjellberg and Alexandre Mallard</i>	1
2. Expressing concerns over the incentive as a public policy device <i>Guus Dix</i>	19
3. Marketization by the (rule)book: concern for market and public values in primary care <i>Linus Johansson Krafve</i>	46
4. Concerns and marketization: the case of sustainable palm oil <i>Simona D'Antone and Robert Spencer</i>	72
5. Engaging diverging interests through pricing: the case of maize for bioenergy production in Germany <i>Jürgen Hauber and Chantal Ruppert-Winkel</i>	102
6. Credible qualifications: the case of functional foods <i>Frank Azimont and Luis Araujo</i>	129
7. Designing better markets for people at the bottom of the pyramid: bottom-up market design <i>Ronika Chakrabarti and Katy Mason</i>	153
8. Articulating matters of concern in markets: (en)tangling goods, market agencies and overflows <i>Winfred Ikiring Onyas and Annmarie Ryan</i>	178
9. Doing green: environmental concerns and the realization of green values in everyday food practices <i>Hans Kjellberg and Ingrid Stigzelius</i>	203

10. Concerned markets: facing the future, beyond ‘interested’ and
‘contested’ markets 238
Franck Cochoy

Index 257