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Buying In The Secret Dialogue

Subtitle: *The Secret Dialogue Between What We Buy and Who We Are* So, there are people who make it their task to analyze the relationship between consumer and producer. They are normally in the pay of the latter, who really ought to be called "seller" because they may not actually have produced anything (e.g. Apple pays somebody else to make their electronic devices).

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Buying In: The Secret Dialogue Between What We Buy and Who ...

Brands are dead. Advertising no longer works. Weaned on TiVo, the Internet and other emerging technologies, the short-attention-span generation has become immune to marketing. Consumers are in control...or so we're told. Yet as technology has created avenues for advertising everywhere and anywhere, people are embracing brands more than ever before and participating in marketing campaigns [...]

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Buying In: The Secret Dialogue Between What We Buy and Who ...

Rob Walker. Buying In: The Secret Dialogue Between What We Buy and Who We Are. New York: Random House, 2008. In this three-part book, Rob Walker, the writer of the New York Times

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Magazine weekly column "Consumed," deconstructs the secular religion of consumption--a faith that we all, to some extent, practice.

Buying In: The Secret Dialogue Between What We Buy and Who ...

Reviewed Title: Walker, Rob. Buying In - The Secret Dialogue Between What We Buy and Who We Are. New York: Random House, 2008. 261 pages. ISBN: 978-1-4000-6391-8.

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Buying In -- The Secret Dialogue Between What We Buy and Who We Are (Book Review) Dale Zevenbergen Dordt College, dale.zevenbergen@dordt.edu Follow this and additional works at: https://digitalcollections.dordt.edu/pro_rege Recommended Citation Zevenbergen, Dale (2011) "Buying In -- The Secret

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Buying In: The Secret Dialogue Between What We Buy and Who We Are David Butcher Dec 09, 2008 Buying In reveals why now, more than ever, people are embracing brands - creating brands of their own and participating in marketing campaigns for their favorite brands in unprecedented ways.

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5.0 out of 5 stars Buying In: the Secret Dialogue Between What We Buy and Who We Are. . "Buying In" is a thought-provoking look at America's consumer culture. Rob Walker tells us there is a strong disconnect between theories about contemporary immunity to advertising and the consumer culture he has actually observed.

Buying In: The Secret Dialogue Between What We Buy and Who ...

Buying In: The Secret Dialogue Between What We Buy and Who We Are: Author: Rob Walker: Publisher: Random House Publishing Group, 2008: ISBN: 1588367290, 9781588367297: Length: 320 pages: Subjects

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In *Buying In*, Rob Walker argues that this accepted wisdom misses a much more important cultural shift, including a practice he calls *murketing*, in which people create brands of their own and...

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Walker continues to write about the secret dialogue between what we buy and who we are at his own website, Marketing.com. He lives in Savannah, Georgia, with his wife, photographer Ellen Susan. Reviews "A fresh and fascinating exploration of the places where material culture and identity intersect."—Michael Pollan, author of *In Defense of Food*

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