

[PDF] Buying In: What We Buy And Who We Are

Rob Walker - pdf download free book

Books Details:

Title: Buying In: What We Buy and Wh

Author: Rob Walker

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Description:

From School Library Journal Adult/High School—Walker takes a close look at past and present consumerism in the United States, positing that older forms of advertising are no longer successful. In their place, the trend has shifted to what the author calls "murketing," a mix of "murky" and "marketing." He argues that instead of being manipulated by marketing, consumers are using it to their advantage; and instead of being shaped by products, consumers are using them to express individual identity and social outlook. Told from the perspectives of both consumers and marketers, the book entwines historical fact, commentary from experts in the field, and pop-culture examples drawn from brand names such as Timberland, Sanrio, Apple, and Nike. It also incorporates conversations with CEOs of companies like American Apparel as well as start-up projects from the skateboarding and music industries. Walker examines all aspects of "murketing," including ethics,

emerging technology, and commercialization versus underground movements. This book is both accessible and relevant to teens, with many of the examples being pulled from Generations Y and Z. It will be useful to those interested in business, advertising, or social trends.—*Kelliann Bogan, Colby-Sawyer College, New London, NH*

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From New York Times columnist and author (Letters from New Orleans, 2005) Walker makes no pretense at being a master of modern marketing. But he does, through intuitive, savvy observations of human and corporate behaviors, solidify his argument for what brands mean in today's society. His claim that brands such as Hello Kitty and the iPod, among others, balance our need for both belonging and individuality is not revolutionary. So what's new here? That Walker is one of the prime analysts dedicated to probing our minds, our behavior, and, specifically, our buying patterns. He addresses the demand for authenticity and the nearly accidental formation of consumer communities, almost in spite of commercial persuasion campaigns, creating a real connection that many Americans are seeking. And thanks to his scrutiny of today's global companies, his examples, from Toyota's Scion to the Austin Craft Mafia, prove his point: "You surround yourself only with who you are." We'd add "and who you want to be." Easy, colloquial, and passion-driven prose will help this tome reach the top of business booksellers' lists. --Barbara Jacobs --This text refers to an out of print or unavailable edition of this title.

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