

Coercion



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Noted media pundit Douglas Rushkoff gives a devastating critique of the influence techniques behind our culture of rampant consumerism. With a skilled analysis of how experts in the fields of marketing, advertising, retail atmospherics, and hand-selling attempt to take away our ability to make rational decisions, Rushkoff delivers a bracing account of why we buy what we buy, and helps us recognize when we're being treated like consumers instead of human beings.

作者介绍:

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