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Coercion: Why We Listen to What "They" Say

Douglas Rushkoff

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Coercion: Why We Listen to What "They" Say Douglas Rushkoff
Noted media pundit and author of *Playing the Future* **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 media ecology today, consumerism in America, and why we buy what we buy, helping us recognize when we're being treated like consumers instead of human beings.

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