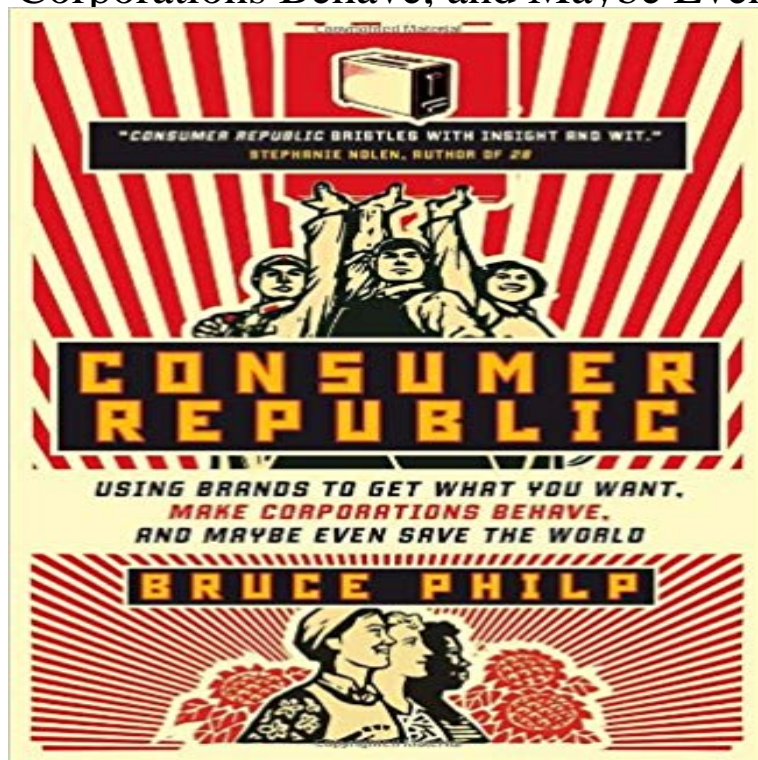


Consumer Republic: Using Brands to Get What You Want, Make Corporations Behave, and Maybe Even Save the World



In the tradition of Malcolm Gladwell, and for the same people who read Seth Godin and bought *The Black Swan* and *How We Decide*, this book breaks down the myth of brands and puts the power back in consumers hands. The foundation of Consumer Republics message is this single, inarguable truth: Brands make corporations accountable. Expensive to create, essential to making money, and more public than anything else a corporation has or does, a brand is an enormously valuable and fragile asset to them. Through this book Bruce Philp will inspire you to buy less, maybe, but demand better; to make better choices; and then to speak up when youre happy and when youre not. Pin every one of these acts to a brand and corporations will be forced to cooperate in making our way of life sustainable. Ultimately, if we take control of brands, we can save the world.

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