

Naked Consumer How Our Private Lives Become Public Commodities

Bill Abrams

Naked Consumer Erik Larson, 1994-02 Some companies gather and sell personal information to assist businesses in their marketing campaigns. Is this American business at its finest, or simply a horrible invasion of our privacy? This shocking book will make readers think twice before writing their next check or going to the grocery store.

The Naked Consumer Erik Larson, 1992 A look at modern marketing chronicles the pursuit of the American consumer, describing how companies use spies, hidden cameras, computers, and sonar and EEG machines to understand what shoppers want. 15,000 first printing.

Naked Consumer: How Our Private Lives Become Public Commodities Erik Larson, 1994-02-01 Some companies gather and sell personal information to assist businesses in their marketing campaigns. Is this American business at its finest, or simply a horrible invasion of our privacy? This shocking book will make readers think twice before writing their next check or going to the grocery store.

Being Consumed William T. Cavanaugh, 2008-03-17 Should Christians be for or against the free market? For or against globalization? How are we to live in a world of scarcity? William Cavanaugh uses Christian resources to incisively address basic economic matters -- the free market, consumer culture, globalization, and scarcity -- arguing that we should not just accept these as givens but should instead change the terms of the debate. Among other things, Cavanaugh discusses how God, in the Eucharist, forms us to consume and be consumed rightly. Examining pathologies of desire in contemporary free market economies, *Being Consumed* puts forth a positive and inspiring vision of how the body of Christ can engage in economic alternatives. At every turn, Cavanaugh illustrates his theological analysis with concrete examples of Christian economic practices.

Wealth, Poverty, and Human Destiny Doug Bandow, David Schindler, 2014-05-06 The rapid spread of the liberal market order across the globe poses a host of new and complex questions for religious believers—indeed, for anyone concerned with the intersection of ethics and economics. Is the market economy, particularly as it affects the poor, fundamentally compatible with Christian moral and social teaching? Or is it in substantial tension with that tradition? In

Wealth, Poverty, and Human Destiny, editors Doug Bandow and David L. Schindler bring together some of today's leading economists, theologians, and social critics to consider whether the triumph of capitalism is a cause for celebration or concern. Michael Novak, Richard John Neuhaus, Max Stackhouse, and other defenders of democratic capitalism marshal a number of arguments in an attempt to show that, among other things, capitalism is more Christian in its foundation and consequences than is conceded by its critics—that, as Stackhouse and Lawrence Stratton write, “the roots of the modern corporation lie in the religious institutions of the West,” and that, as Novak contends, “globalization is the natural ecology” of Christianity. The critics of liberal economics argue, on the other hand, that it is historically and theologically shortsighted to consider the global capitalist order and the liberalism that sustains it as the only available option. Any system which has as its implicit logic that “stable and preserving relationships among people, places, and things do not matter and are of no worth,” in the words of Wendell Berry, should be regarded with grave suspicion by religious believers and all men and women of goodwill. Bandow and Schindler take up these arguments and many others in their responses, which carefully consider the claims of the essayists and thus pave the way for a renewed dialogue on the moral status of capitalism, a dialogue only now re-emerging from under the Cold War rubble. The contributors' fresh, insightful examinations of the intersection between religion and economics should provoke a healthy debate about the intertwined issues of the market, globalization, human freedom, the family, technology, and democracy.

Consumer Rights and Protections Nancy Hendricks, 2025-05-15 How did industrialization drive the development of consumer rights and protections in the USA? How have these laws defended consumers against business fraud, deceptive advertising, industrial pollution, and unsafe or unethical practices? Why have opinions about the value of consumer rights and the need for business regulation become so politically polarizing? Which activists, laws, events, and agencies have had the greatest impact on consumer rights? This all-in-one resource answers these questions and many more, providing readers with insights into the past, present, and possible futures of consumer rights in America. The book's opening chapters explore the history and evolution of consumer rights, paying particular attention to the laws and arguments upon which those protections were built and hold continued importance. Later chapters explore how consumer rights have evolved in specific industries, including food and beverage; cosmetics; health care and pharmaceutical; transportation; and banking and finance. Together, this coverage provides a wide-ranging resource for understanding the state of consumer protection and business regulation in the 21st century.

Digital Places Michael Curry, 2008-01-28 By offering an understanding of Geographic Information Systems within the social, economic, legal, political and ethical contexts within which they exist, the author shows that there are substantial limits to their ability to represent the very objects and relationships, people and places, that many believe to be most important. Focusing on the ramifications of GIS usage, *Digital Places* shows that they are associated with far-reaching

changes in the institutions in which they exist, and in the lives of those they touch. In the end they call for a complete rethinking of basic ideas, like privacy and intellectual property and the nature of scientific practice, that have underpinned public life for the last one hundred years.

Privacy in the Digital Environment ,

The Emergence of Modern Marketing Roy A. Church, Andrew Godley, 2003 These essays highlight important innovations in marketing whilst underlining some surprising continuities.

Buying, Having, and Being Michael R. Solomon, 1994

Forthcoming Books Rose Arny, 1994-02

International Encyclopedia of the Social & Behavioral Sciences Neil J. Smelser, Paul B. Baltes, 2001 The largest work ever published in the social and behavioural sciences. It contains 4000 signed articles, 15 million words of text, 90,000 bibliographic references and 150 biographical entries.

The Observational Research Handbook Bill Abrams, 2000-05-22 The Observational Research Handbook explores the burgeoning qualitative marketing research technique of ethnography or descriptive anthropology, the observation and analysis of how consumers respond to a product within their own environments based upon their cultural values and relationships. The most comprehensive professional reference available on the subject, The Observational Research Handbook acquaints marketing and advertising professionals, market researchers, and manufacturers of consumer products with what observational research is, what it can add to a consumer marketing effort, and how an ethnographic marketing study is conducted. The book includes insights on setting study objectives, selecting the appropriate research method, defining the parameters of a study, creating interview scripts, applying specific practices and tips to the actual observations, and then compiling and analyzing the results. A complete case study—featuring a real proposal for an observational research study as well as an actual script and analysis of the results—is included in the appendix. Praise for The Observational Research Handbook: Building great brands means constantly fishing for new ideas with the power to move consumers. This book should be in every marketer's tackle box. Bill Abrams provides a guide to observational research that's fascinating and instructive. -- Elizabeth Ellers Director, Brand Planning & Research Grey Advertising Bill Abrams takes a topic that is surrounded by academic mystery and makes it understandable and usable for people in business. The learning that Colgate has obtained from observing people shopping and using our products in their homes has been invaluable in designing new products that meet their needs. Observational research is a cornerstone of our consumer insights program. -- Jim Figura Vice President Consumer Research and Insights Colgate-Palmolive Company Bill Abrams creative director turned observational research guru, opens your eyes to how you can determine how consumers actually relate to and use your product. When you finish the book, you will be a believer! -- Charles D. Peebler Jr. Chairman Emeritus True North Communications

Boston University International Law Journal ,2003

Selected Acquisitions Robert Crown Law Library,1992

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Hyperculture Stephen Bertman,1998-04-30 The rampant illnesses of our society—including the disintegration of the family, the degradation of the environment, unlimited commercialism, and unrelenting stress—are familiar to us all. For the first time, Stephen Bertman attempts to explain these disparate, overwhelmingly negative phenomena with a single, unifying principle: that the accelerated pace of American society is eroding the essence of our most fundamental values. In 1970, Alvin Toffler identified a psycho-biological disease he called future shock caused by too much change in too short a time. Now Bertman daringly diagnoses an even more serious condition, hyperculture, a chronic warping of morals and ethics caused by America's addiction to speed. The treatment, he argues in this book, will require nothing less than a drastic slowdown—we must reassert control over the technologies that now dominate us in order to insure a humane future for our children and ourselves. We live, according to Bertman, in a society ruled by the power of now, a power that gives us instant gratification even as it demands our instantaneous obedience. As a result, we have adapted our lives and values to match the speed-of-light electronic technologies that surround us. But, in so doing, we have paid a high price in spirit and mind. Cut off from the wisdom of the past and too rushed to consider the consequences of our actions, we are caught up in a culture of sensationalism and transience in which the very definitions of personal identity and democracy are being transformed. Hyperculture dares to suggest that the cure for our condition lies not in an information superhighway or third wave information revolution, but in the radical and painful process of decelerating our lives enough to reclaim them. It is a daunting challenge, to be sure, but one on which our happiness and even our survival depend.

ACCI Newsletter ,1989

Geographical Information Systems: Management issues and applications ,1999

Minnesota Law Review ,2002

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