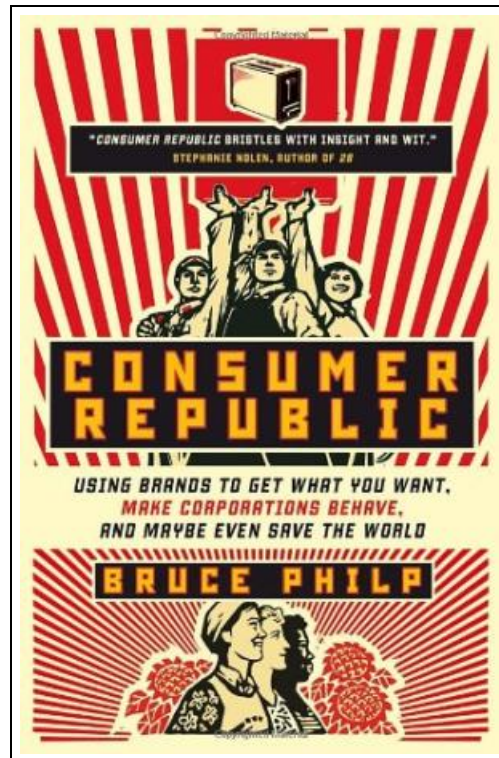


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CONSUMER REPUBLIC: USING BRANDS TO GET WHAT YOU WANT, MAKE CORPORATIONS BEHAVE, AND MAYBE EVEN SAVE THE WORLD



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Emblem Editions, United States, 2012. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. 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 Republic's 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 you're happy and when you're 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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