

# **Buying In The Secret Dialogue Between What We Buy And Who Are Rob Walker**

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## **Buying In The Secret Dialogue**

Subtitle: The Secret Dialogue Between What We Buy and Who We Are So, there are people who make it their task to analyze the relationship between consumer and producer. They are normally in the pay of the latter, who really ought to be called "seller" because they may not actually have produced anything (e.g. Apple pays somebody else to make their electronic devices).

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Brands are dead. Advertising no longer works. Weaned on TiVo, the Internet and other emerging technologies, the short-attention-span generation has become immune to marketing. Consumers are in control...or so we're told. Yet as technology has created avenues for advertising everywhere and anywhere, people are embracing brands more than ever before and participating in marketing campaigns [...]

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Rob Walker. Buying In: The Secret Dialogue Between What We Buy and Who We Are. New York: Random House, 2008. In this

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three-part book, Rob Walker, the writer of the New York Times Magazine weekly column "Consumed," deconstructs the secular religion of consumption--a faith that we all, to some extent, practice.

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Reviewed Title: Walker, Rob. *Buying In - The Secret Dialogue Between What We Buy and Who We Are*. New York: Random House, 2008. 261 pages. ISBN: 978-1-4000-6391-8.

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5.0 out of 5 stars Buying In: the Secret Dialogue Between What We Buy and Who We Are. . "Buying In" is a thought-provoking look at America's consumer culture. Rob Walker tells us there is a strong disconnect between theories about contemporary immunity to advertising and the consumer culture he has

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Walker continues to write about the secret dialogue between what we buy and who we are at his own website, Murketing.com. He lives in Savannah, Georgia, with his wife, photographer Ellen Susan. Reviews "A fresh and fascinating exploration of the places where material culture and identity intersect."—Michael Pollan, author of In Defense of Food

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