



Coercion: Why We Listen to What "They" Say

By Douglas Rushkoff



Coercion: Why We Listen to What "They" Say By 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.

 [Download Coercion: Why We Listen to What "They" Say ...pdf](#)

 [Read Online Coercion: Why We Listen to What "They" Say ...pdf](#)

Coercion: Why We Listen to What "They" Say

By Douglas Rushkoff

Coercion: Why We Listen to What "They" Say By 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.

Coercion: Why We Listen to What "They" Say By Douglas Rushkoff Bibliography

- Sales Rank: #671777 in Books
- Published on: 2000-10-01
- Released on: 2000-10-01
- Original language: English
- Number of items: 1
- Dimensions: 7.94" h x .82" w x 5.12" l, .58 pounds
- Binding: Paperback
- 304 pages

 [Download Coercion: Why We Listen to What "They" Say ...pdf](#)

 [Read Online Coercion: Why We Listen to What "They" Say ...pdf](#)

Editorial Review

Amazon.com Review

In 1994's *Cyberia: Life in the Trenches of Hyperspace*, Douglas Rushkoff extolled the democratic promise of the then-emergent Internet, but the once optimistic author has grown a bit disillusioned with what the Net--and the rest of the world--has become. His exuberantly written, disturbing *Coercion* may induce paranoia in readers as it illuminates the countless ways marketing has insinuated itself not just into every aspect of Western culture but into our individual lives. Rushkoff opens with a series of pronouncements: "They say human beings use only ten percent of their brains.... They say Prozac alleviates depression." But "who, exactly, are 'they,'" he asks, and "why do we listen to them?"

Marketing continues to grow more aggressive, and Rushkoff tracks the increasingly coercive techniques it employs to ingrain its message in the minds of consumers, as well as the results: toddlers can recognize the golden arches of McDonald's, young rebels get tattooed with the Nike swoosh, and news stories are increasingly taken verbatim from company press releases. "Corporations and consumers are in a coercive arms race," argues Rushkoff. "Every effort we make to regain authority over our actions is met by an even greater effort to usurp it." As he surveys the visual, aural, and scented shopping environment and interviews salesmen, public relations men, telemarketers, admen, and consumers, Rushkoff--who admits to being one of "them" in his occasional capacity as paid corporate consultant--concludes that "they" are just "us" and that the only way the process of coercion can be reversed is to refuse to comply. "Without us," he assures, "they don't exist." --*Kera Bolonik*

From Publishers Weekly

Until recently a cyber-optimist who, in popular books like *Cyberia* and *Media Virus*, augured a digital revolution, Rushkoff now warns that the promise of the Net as an open-ended civic forum is fading as relentless corporate marketers peddle their wares and capitalize on shortened attention spans. In a scathing critique that extends far beyond cyberspace in scope, Rushkoff identifies the subtle forms of coercion used by advertisers, public relations experts, politicians, religious leaders and customer service reps, among others. Retreading territory covered by critic Neil Postman and others, Rushkoff provides additional examples of how the ordinary person is often unsuspectingly manipulated, whether in the shopping mall, at a sports event or in a Muzak-drenched store or office. This analysis is particularly strong when deconstructing the "postmodern" techniques of persuasion that advertisers use to reach increasingly cynical target audiences, including commercials that self-consciously mock the marketing process. Rushkoff also argues that mass spectacles (e.g., rock festivals, Louis Farrakhan's Million Man March, Promise Keepers rallies) foster "tribal loyalty" but are often contrived, commercial or downright destructive. He devotes a chapter to pyramid schemes used by cults, infomercials, Internet con artists and get-rich-quick marketers. His freewheeling survey underscores the social cost of these coercive strategies, which, he says, tend to make us see one another as marks. Despite his up-to-the-minute examples, however, his overall analysis is not fresh or original enough to take the place of Vance Packard's *The Hidden Persuaders*. (Sept.)

Copyright 1999 Reed Business Information, Inc.

From Library Journal

According to Rushkoff (*Cyberia*, *Media Virus!*), advertisers and marketers are becoming increasingly adept at finding new ways to coerce consumers into buying unwanted products. "The more complex, technological, and invisible coercion gets," he writes, "the harder it is for us to rely on" our ability to detect the hard sell. "As soon as we become familiar with the new terrain--be it the mall, the television dial, or the Internet--it is the goal of the coercion strategists to make it unfamiliar again, or to lure us somewhere else." Rushkoff is

particularly interested in the ways that corporations and other for-profit institutions have drawn on underhanded techniques developed by cults, pyramid schemes, dishonest salesmen, and the public relations industry. The good news is that ordinary people "have the prerogative to stop, to think, and to disengage." Lively and well researched, this is recommended for public and general libraries. AKent Worcester, Marymount Manhattan Coll., New York
Copyright 1999 Reed Business Information, Inc.

Users Review

From reader reviews:

Susan Martinez:

Can you one of the book lovers? If yes, do you ever feeling doubt if you find yourself in the book store? Aim to pick one book that you just dont know the inside because don't ascertain book by its deal with may doesn't work is difficult job because you are scared that the inside maybe not since fantastic as in the outside seem likes. Maybe you answer can be Coercion: Why We Listen to What "They" Say why because the great cover that make you consider with regards to the content will not disappoint a person. The inside or content is usually fantastic as the outside or even cover. Your reading 6th sense will directly show you to pick up this book.

Ronald Jackson:

This Coercion: Why We Listen to What "They" Say is great guide for you because the content which can be full of information for you who else always deal with world and possess to make decision every minute. This particular book reveal it info accurately using great coordinate word or we can point out no rambling sentences inside. So if you are read the item hurriedly you can have whole info in it. Doesn't mean it only will give you straight forward sentences but tricky core information with beautiful delivering sentences. Having Coercion: Why We Listen to What "They" Say in your hand like finding the world in your arm, data in it is not ridiculous one. We can say that no reserve that offer you world within ten or fifteen small right but this e-book already do that. So , this can be good reading book. Hi Mr. and Mrs. occupied do you still doubt in which?

Carmen Vasquez:

Reading a book to get new life style in this calendar year; every people loves to study a book. When you examine a book you can get a lots of benefit. When you read publications, you can improve your knowledge, since book has a lot of information into it. The information that you will get depend on what sorts of book that you have read. If you wish to get information about your research, you can read education books, but if you act like you want to entertain yourself you can read a fiction books, this kind of us novel, comics, along with soon. The Coercion: Why We Listen to What "They" Say provide you with a new experience in reading through a book.

Richard Chambers:

Publication is one of source of knowledge. We can add our understanding from it. Not only for students but in addition native or citizen require book to know the update information of year for you to year. As we know those guides have many advantages. Beside we add our knowledge, can bring us to around the world. By the book Coercion: Why We Listen to What "They" Say we can get more advantage. Don't one to be creative people? Being creative person must like to read a book. Simply choose the best book that appropriate with your aim. Don't be doubt to change your life with that book Coercion: Why We Listen to What "They" Say. You can more desirable than now.

Download and Read Online Coercion: Why We Listen to What "They" Say By Douglas Rushkoff #CDIQEGUWYAJ

Read Coercion: Why We Listen to What "They" Say By Douglas Rushkoff for online ebook

Coercion: Why We Listen to What "They" Say By Douglas Rushkoff Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Coercion: Why We Listen to What "They" Say By Douglas Rushkoff books to read online.

Online Coercion: Why We Listen to What "They" Say By Douglas Rushkoff ebook PDF download

Coercion: Why We Listen to What "They" Say By Douglas Rushkoff Doc

Coercion: Why We Listen to What "They" Say By Douglas Rushkoff Mobipocket

Coercion: Why We Listen to What "They" Say By Douglas Rushkoff EPub

CDIQEGUWYAJ: Coercion: Why We Listen to What "They" Say By Douglas Rushkoff