



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

Bruce Philp

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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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