



# The Consumer Trap: Big Business Marketing in American Life (History of Communication)

*Michael Dawson*

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The Consumer Trap blows the lid off the trillion-dollar-a-year big business marketing industry, explaining how it soaks up economic and environmental resources while dominating our personal lives. Flouting conventional mainstream and radical thinking about consumer culture, Michael Dawson provides a step-by-step account of how big business marketing campaigns penetrate and alter the lives of ordinary Americans. Michael Dawson is an adjunct lecturer in the Department of Sociology at Portland State University. A volume in the series The History of Communication, edited by Robert W. McChesney and John C. Nerone

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