



# Buying In: What We Buy and Who We Are

By Rob Walker



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Brands are dead. Advertising no longer works. Consumers are in control. Or so we're told. In **Buying In**, Rob Walker argues that this accepted wisdom misses a much more important cultural shift, including a practice he calls *marketing*, in which people create brands of their own and participate, in unprecedented ways, in marketing campaigns for their favorites. Yes, rather than becoming immune to them, we are rapidly embracing brands. Profiling Timberland, American Apparel, Pabst Blue Ribbon, Red Bull, iPod, and Livestrong, among others, Walker demonstrates the ways in which buyers adopt products not just as consumer choices but as conscious expressions of their identities. Part marketing primer, part work of cultural anthropology, **Buying In** reveals why now, more than ever, we are what we buy—and vice versa.

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