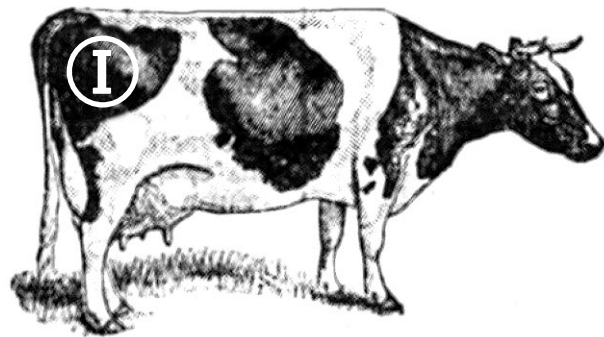


I
am
what
we buy

As I choose
my brands,
the market
is herd



It is ironic that we should express
our individualism not by our own
product but rather by mass-pro-
duced objects of desire.

The rationalism of product function
and feature is old-fashioned. If
technology makes all products
practically equal, then emotion is
the market maker. This is how the
marketers think; how do you act?



**BRANDING
IRONY**

breeding mistrust for all language