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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Out of control -- The soft power of corporate marketing -- The customer always comes second -- A tyranny of choice -- Not exactly lying -- Suffer the little children -- Digital redemption? -- A very mixed blessing -- Marketing to power -- Solutions -- In search of solutions -- Power to the people -- Marketing as if people mattered.
Sommario/riassunto	<P></P><P>In the hands of the corporate sector, marketing has turned us into spoilt, consumption-obsessed children who are simultaneously wrecking our bodies, psyches and planet. Given the fiduciary duties of the corporation, notions like consumer sovereignty, customer service and relationship building are just corrosive myths that seduce us into quiescence, whilst furnishing big business with unprecedented power. Corporate Social Responsibility, the ultimate oxymoron, and its country cousin, Cause Related Marketing, are just means of currying favour amongst our political leaders and further e