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Niche Envy: Marketing Discrimination in the Digital Age

By Joseph Turow

MIT Press Ltd, United States, 2008. Paperback. Book Condition: New. 220 x 142 mm. Language: English . Brand New Book. We have all been to Web sites that welcome us by name, offering us discounts, deals, or special access to content. For the most part, it feels good to be wanted--to be valued as a customer. But if we thought about it, we might realize that we've paid for this special status by turning over personal information to a company's database. And we might wonder whether other customers get the same deals we get, or something even better. We might even feel stirrings of resentment toward customers more valued than we are. In *Niche Envy*, Joseph Turow examines the emergence of databases as marketing tools and the implications this may have for media, advertising, and society. If the new goal of marketing is to customize commercial announcements according to a buyer's preferences and spending history--or even by race, gender, and political opinions--what does this mean for the twentieth-century tradition of equal access to product information, and how does it affect civic life? Turow shows that these marketing techniques are not wholly new; they have roots in direct marketing...



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