



Retail Anarchy: A Radical Shopper's Adventures in Consumption

Sam Pocker

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Why does no one blink when they are charged three dollars for a cup of coffee?

Why do grown men sleep on the street overnight to buy video game systems?

How do Dollar Stores cheerfully charge a dollar for a 25 cent pack of gum?

What are the pitfalls of Brand Name Loyalty?

And how do you get an entire car-full of pudding for free? “Stand-up economist” Sam Pocker delves into these hard-hitting questions—and the result is a fascinating, wry, and amusing account of consumers’ non-sensical habits and the stores that prey upon them. With a dash of vitriol and a dose of sarcasm, Pocker exposes the sheer inanity of marketing schemes, the plague of rude cashiers, and shows how the “little guy” can rise up and beat the system by outsmarting the stores with their overly-complicated rules for rebates. *Retail Anarchy* is a satirical look at the self-imposed consumer coma that America has fallen into—and Sam Pocker’s mission is to wake readers up!

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