



## Naked Consumer: How Our Private Lives Become Public Commodities

By Erik Larson

Penguin Putnam Inc. Paperback / softback. Book Condition: new. BRAND NEW, Naked Consumer: How Our Private Lives Become Public Commodities, Erik Larson, Some companies gather and sell personal information to assist businesses in their marketing campaigns. Is this American business at its finest, or simply a horrible invasion of our privacy? This shocking book will make readers think twice before writing their next check or going to the grocery store.



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