

- In "The Persuaders," marketer Kevin Roberts uses the term "lovemarks" to identify brands to which people are loyal even when devotion is not logical. Are there brands (or music) to which you are devoted? When you stop to think about it, is your loyalty to any particular brand logical or a "lovemark"? If purchasing a particular brand isn't logical, why would you (or other people) do it?
- Advertising executive Douglas Atkins argues that purchasing branded merchandise now provides that same sense of belonging that was once provided by community institutions like schools, churches, civic groups, or fraternal orders. What provides you with a sense of belonging or identity? What role, if any, does marketing play in what you identify with or where you hang out the most?
- Political consultant Frank Luntz tells his clients that, "80 percent of our life is emotion and only 20 percent is intellect. I am much more interested in how you feel than how you think." Contrast this with Thomas Jefferson's notion that democracy requires an "informed citizenry." What is the potential impact of Luntz's political strategy recommendations on the health of democracy?