



Are You Buying This?: What Americans Think about Money and Life from an Advertising Propagandist

J. J. Robertson

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“*Are You Buying This?* drips with intelligent emotional data, allowing you to understand how American consumers tick. A must-read for anyone in marketing or advertising.”—**Derek Robson, Managing Partner, Goodby, Silverstein & Partners**

“J. J. Robertson is the consumer madam of spend, baby, spend. This voyeuristic book sheds light on the American psyche and advertising.”—**Kieran Hannon, CMO, Belkin International**

“J. J. Robertson is like America's bartender: she hears our stories and sees our contradictions. And like a good bartender, she tells a great story and is funny as hell.”—**Greg Rice, Managing Director, Kelton LA**

In *Are You Buying This?* research guru J. J. Robertson takes us on a romp through the gray matter of American minds, as folks from all walks of life reveal their cherished dreams, secret pleasures, and daily frustrations. This entertaining, frank, and enlightening book contains answers to questions on:

- What Americans covet (from kinky boots to cozy condos)
- How Americans feel about their careers
- What makes a “perfect day”
- How Americans feel about themselves when they look in the mirror
- The wisdom Americans live by



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