

Consumerism and the Human Brain

A We are all (1) _____. We all buy and use products and services; that is, we (2) _____. The word comes from the Latin *consumere*, which means “to use up, to waste or destroy.” Most of us don’t think of ourselves as wasteful or destructive, but the world (3) _____ is based on consumerism. Today, people worldwide have greater (4) _____ than ever before to a huge variety of products and, often, to dozens of brands of the same product. What makes us decide to buy Brand A instead of Brand B when the two (5) _____ are really (6) _____? Why do we buy things that we don’t actually need? The answer lies in marketing – the advertising and selling of products. Successful marketers use their knowledge of psychology and, increasingly, of recent studies of the human brain to persuade us to (7) _____ more and more.

