

Heldman, Caroline. *Protest Politics in the Marketplace: Consumer Activism in the Corporate Age*. Cornell University Press, 2017. *JSTOR*, www.jstor.org/stable/10.7591/j.ctt1vjqq7j. Accessed 16 July 2020.

Caroline Heldman's *Protest Politics in the Marketplace: Consumer Activism in the Corporate Age* is a comprehensive look at how consumers have attempted to use the power of choice in the marketplace to drive social and political change for centuries. Using examples as varied as The Boston Tea Party and Occupy Wall Street, Heldman breaks down consumer activism across multiple eras, each with their own methods and goals. Featuring chapters which focus on social and economic justice, environmental and animal rights movements, gender and LGBTQ rights, and conservative causes, *Protest Politics in the Marketplace* provides a well-rounded perspective on the various drivers behind consumer activism. Heldman then wraps it up by discussing the varying success rates of such activism and shares her perspective on what factors will need to be in place for real change to come about.

Protest Politics has been an incredible resource for me as I work this project. I went into this thinking about "cancel culture". Heldman's book has been the start of broadening my perspective beyond the recent trends on social media, and to think more about the various types of protests. I'm now not only thinking on what the motivations might be, but also on how companies are using consumer activism to create a competitive edge. Certainly not where I started, but a fun journey, nonetheless.