

Hyman, Louis, and Joseph Tohill, editors. *Shopping for Change: Consumer Activism and the Possibilities of Purchasing Power*. Cornell University Press, 2017. *JSTOR*, www.jstor.org/stable/10.7591/j.ctt1x76d81. Accessed 16 July 2020.

With *Shopping for Change: Consumer Activism and the Possibilities of Purchasing Power*, Louis Hyman and Joseph Tohill present a collection of essays from two dozen authors. Each essay focuses on a different aspect of consumer activism. In keeping with the title of the collection, many of the contributors describe different movements through which consumption was encouraged as a vehicle for positive change. Two such examples are the essays by Allison Ward and Joshua Carreiro. Ward's piece describes the Canadian Manufacturers' Association successful "Made in Canada" campaign of the 1930s. Carreiro writes about the development of co-operatives in the African American community during the first half of the Twentieth century. Others, such as Mara Einstein and Jessica Stewart explore how companies and brands can establish loyalty through social engagement efforts. Each of the essays work together to drive home just how powerful an idea and tool consumer choice can be.

I thoroughly enjoyed the several essays I chose to read in *Shopping for Change*. I was particularly fascinated by Jessica Stewart's article about Walmart and Target. Stewart points out that both businesses are nearly identical in how they're run, with a few key distinctions which have affected public opinion of the two for years. It likely goes without saying that I was quite glad to have found *Shopping for Change*. Having a collection of twenty-four essays on the topic provided an opportunity to explore multiple aspects and perspectives on consumer activism was particularly helpful. I gained a better sense of how consumers use choice in an attempt to drive change, and how companies choose to respond.