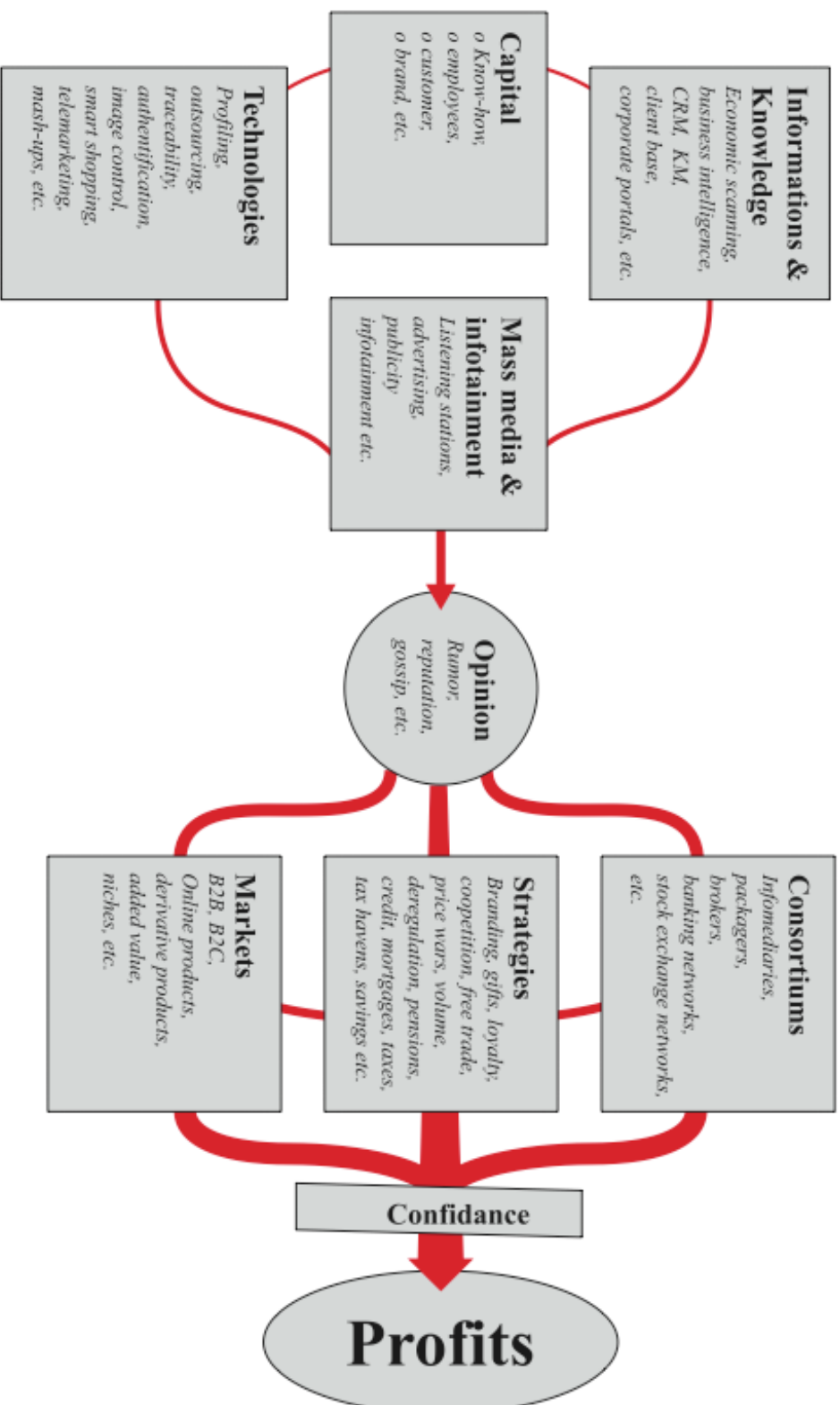


Postindustrial 15 (Scenario 2) :

The mechanisms of a Consumer Society



- **Power** : a society of consumers managed by marketers.
- **Milieu** : the markets.
- **Goal** : shopping and buying everything we think we need.
- **Values** : gifts, credit, competition, personalisation, etc.