

# Reflection paper

[Business](#), [Marketing](#)



The Persuaders Review The Persuaders, is a documentary directed by Douglass Rushcoff. It focuses on the multi-million dollars advertising and marketing industries. The film focuses on how marketers have discovered diverse ways of marketing their products and the fact that they are continually searching for new ways to attract new customers. The persuaders usually focus on their research method techniques that enable them to understand the preference of their consumers and how they can influence their loyalty to market many goods. The film has various segments that focus on different companies and how they purchase their products. The documentary also identifies the marketing effects of politics, it discusses how the politicians utilize the marketing perspectives to be elected and stay in their offices.

Information in the documentary is presented in a manner that indicates all the aspects of marketing. Douglass Rushcoff, the correspondent is unbiased on the factors he attributes on marketing. He talks of issues that concern the relation between marketers and consumers. He also mentions that consumers tend to be trapped in marketing and they are usually confused by the diversity in advertisement. The film indicates that the type of advertisement that has occupied the marketing world and how they are convincing to individuals. The aspect of marketing in politics is legit and common in various parts of the world. Politicians have been note to manipulate the image they want the society to view so that they can secure their offices and maintain their powers.

In conclusion, Douglass emphasizes that the marketing world entails of persuaders, they persuade the consumers to do things and buy products that

may not be of help to them.

#### Work Cited

<http://www.pbs.org/wgbh/pages/frontline/video/flv/generic.html?s=frol02p74&continuous=1>