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### Poetic and Researched



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This is a comprehensive and thoroughly enjoyable film. I'm particularly struck by the care that went into interweaving themes and visual material. There are some extraordinarily poetic moments. I use this film in a course that I teach on commerce and popular culture to illustrate various trends such as the spiritualization of the brand and cultural imperialism. The filmmakers are obviously in touch with these larger philosophical themes, and they have done their homework. All this, and the film does not come off as preachy or heavy handed. A real work of art on one level; on another, a fine addition to our understanding of corporate power.