

"Marketing strategy is always a cynical act. It is always an act of manipulation."

– Alex Smith, marketing strategist

"The moment you begin to perform authenticity, it becomes meaningless."

– Emily Bootle, cultural critic

"They become doubly inauthentic by trying to appear authentic."

– Charli Edwards, communications specialist

"Authenticity in capitalist culture remains a profitable mirage."

– Stephanie Bishop, writer

"If you go to Venice hoping to encounter 'Italianness', that's the last thing that you're actually gonna get. What you're gonna get is people looking for Italianness – so it's yet another ritual performance, kind of like the Starbucks cup of coffee."

– David Peña-Guzmán, philosopher, *Overthink* podcast

"Writing fake reviews on TripAdvisor convinced me that TripAdvisor was a false reality."

– Oobah Butler, creator of the fictional restaurant 'The Shed at Dulwich'