

## What H. Moser did

By adding 'the art of' before marketing,  
You're selling the concept of forward thinking  
So it's not even about the product anymore  
You're giving targets freedom of choice to explore  
Information is key and in today's age  
It's available in surplus at every stage  
If your hands are clean, and your peers are not  
What is to stop you from calling them out?  
Remember that sweet notion, freedom of speech  
Amidst Instagram pages scrubbed with bleach  
But what happens when you give TMI  
Spill secrets keeping your industry alive?  
And then there's the tactic of deflection  
Distracting others from your imperfection  
There's also the keeping up with the times  
Croon educated clients lulla-B-U-Y-s  
The point is call-to-action is dead and gone  
That old Discover this, feel that dance and song  
Now every, single little boy and girl has  
An opinion legitimized by a hashtag  
So, we can't sell it 'like whatever' anymore  
They'll research the origin, mark-up and more  
Therefore, most sellers today of every kind  
Instead create visual meetings of the mind

And let the consumer decide for themselves  
That's how they get products off of their shelves  
Sometimes there is a community backlash  
When they're not ready to reveal the stash  
Maybe they're reserved, traditional or old  
And their consumers always do as they're told  
Devils Advocate, Traitor, Whistleblower  
Who was that guy again, Edward Snowden?  
Are they a hero now, in ten years, or never?  
Will general consensus be at odds forever?  
As Mother never, better in then out!  
That's why we're here, so we can talk about  
Whether it is or isn't alright to blow the lid  
Off market strategies, like H. Moser- did