

Caveat Emptor and his Money Mouth

Back when the 'customer was always right'
As long as they knew which card to swipe
Sellers would likely get reprimanded
For selling a lemon as lime rebranded
Today though, we're living in different times
Technology, Mass Media, Shonda Rhimes
Making once passive, ignorant consumers
Self-certified doctors, experts and lawyers
Thereby the double-edged sword unsheathed
Towards clients hunting in grey territory
They're always right, on time and precise
Unless Google search should say otherwise
So how were sellers allowed to obtain
Attitudes like Cher doused in propane?
Hold on- system-down-rebooted-re-shared
Warning- consumer has become self-aware
And as a result buying culture has changed
To battles of wits that are somewhat deranged
Gauguin spoke of public need to understand
In a day what the artist took years to comprehend
So smarty pants i-buyer, since you i-know it all
Can i-shop this, i-price that, until you i-fall
And alone you'll fight, rise, fall, rise, fight
Wow, fully charged you're unstoppable right

One little thing you might have i-forgotten
Skill isn't an app you download through a button
Meanwhile some consumers are guilty as sin
Of gleaning instead of actually learning
Which makes them targets on hunting ground
Levelled-by 'info surplus' going around
Spectators of this sport full of Hunger Gamers
Watch from box-seats reserved for retailers
All you need to know about that echelon really
Is they're not ones to get their hands dirty
And furthermore marketplace practice and laws
Are increasingly decided by public thought-brawls
So put your money where your mouth is- or
Buyer Beware aka Caveat Emptor