



The Customer Is Always Wrong: The Retail Chronicles

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From mom-and-pop general stores to big-box, strip-mall chains, it is impossible to consider the American experience without thinking about the buying-and-selling retail culture: the sales and the stockrooms, the shift managers, and the clock punchers. *The Customer Is Always Wrong* is a tragicomic and all-too revealing collection of essays by writers who have done their time behind the counter and lived to tell their tales. Jim DeRogatis, author of *Let It Blurt*, for example, describes hanging out with Al himself at Al Rocky's Music Store, while Colson Whitehead explains how three summers at a Long Island ice cream store gave him a lifelong aversion to all things dessert-like. This book not only shines a light on the absurdities of retail culture but finds the delight in it as well.

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