

New Book 'Why We Buy and Why It Matters' Reframes Everyday Consumer Consumption as a Powerful Act of Human Connection

David Gaines, author of Radical Business, has written the must-read guide to conscious consumerism and the impact of small, intentional choices.

LOS ANGELES, CA, UNITED STATES, September 30, 2026 /EINPresswire.com/ -- In a world driven by speed, convenience, and algorithms, it's easy to lose sight of the people behind the products we purchase every day. In his new book, *Why We Buy and Why It Matters: Small Choices, Big Impact* (The Collective Book Studio; October 27, 2026), social entrepreneur and business leader David Gaines takes readers through a process to rethink their consumption—not as a mindless transaction, but as a meaningful act of connection.

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Across industries and geographies, a growing number of businesses are rethinking their role in the world. They are moving beyond a model defined solely by financial return, toward one that considers the broader impact they have on people, communities, and the environment. At a time when many people feel disconnected from one another and overwhelmed by global challenges, *Why We Buy and Why It Matters* offers consumers a new perspective.

Drawing on personal experience, cultural research, and more than a decade of work at the intersection of business and community impact, Gaines shows how everyday purchasing decisions can help strengthen relationships, support human dignity, and create positive change.

"If to be human is to create then to be human is also to buy, sell, and trade from one another," says Gaines. "The question is whether we engage with it unconsciously or intentionally. Every purchase represents a connection to another person's labor, creativity, and story. When we begin to recognize those connections, our choices take on new meaning."

The book introduces a simple "Plant, Water, Grow" framework that helps readers build lasting

habits of conscious consumption, regardless of budget or lifestyle. Readers will also understand how to:

Make purchasing decisions that align with their values.
Support businesses and producers creating positive social impact.

Cultivate hope and connection through intentional daily choices.

Participate in a broader movement toward a more human-centered economy.

Through stories, historical examples, and practical guidance, Gaines helps readers move beyond guilt-driven approaches to ethical consumption. Instead, he encourages a compassionate, sustainable mindset rooted in awareness, curiosity, and community.

For anyone who longs for their daily choices to reflect their values, *Why We Buy and Why It Matters* restores the sense of hope that's been lost in our everyday interactions.

About the Author

David Gaines is the CEO of La Terza Coffee, a Cincinnati-based social enterprise coffee roaster, and the author of *Radical Business*, winner of the CIPA EVVY Gold Award. Long active in the social enterprise movement, he writes and speaks on conscious capitalism, the stakeholder economy, and how everyday choices shape a more human economy. His work is grounded in the conviction that any business can be a force for good, and that the world we want is already being built, one decision at a time. He lives in Cincinnati with his wife and two sons and finds his clearest thinking outdoors. To learn more, visit his website, <http://www.davidgaines.com/>

David Gaines is available for interviews and bylined articles and copies of the book are available for review. Contact Trina Kaye TrinaKaye@tkopr.com

Why We Buy and Why It Matters: Small Choices, Big Impact

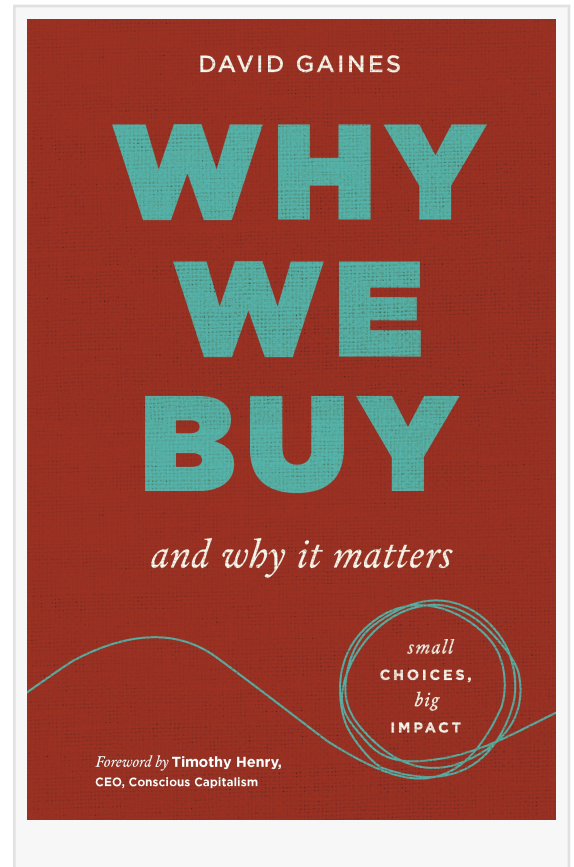
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