In consumer cultures, individuals’ participation in the marketplace has exceeded all projections. As opposed to a leisure-based utopia that many writers in the mid-twentieth century predicted, even with most basic needs being satisfied, most individuals continue to strive to obtain more and more income to participate in the marketplace at progressively higher rates. Based on the theory of Rene Girard, consumer warfare has been proposed as the foundation of this reality. Consumer warfare consists of applying the well-proven strategies of the battlefield and of marketing warfare to the issue of self-construction and projection via the marketplace. This presentation will explore the genesis of this project, examine the theories of Rene Girard, trace the process of operationalizing selected consumer warfare constructs, and present initial empirical findings. Societal effects will also be discussed.