Since the time of the industrial revolution, technology has improved the well-being of both producers, whose incomes could rise through greater productivity, and consumers, e.g., through greater availability and lower prices of consumer goods. However, this has come at the cost of alienation between consumers and producers (and between consumers and production in general). I will discuss some early results from a budding research program investigating the effects of reducing this alienation (e.g., by identifying producers to consumers and vice versa). I will argue that more recent developments in technology can lead to further alienation and objectification of consumers, but may also be used to bring producers and consumers closer together by making business more personal.