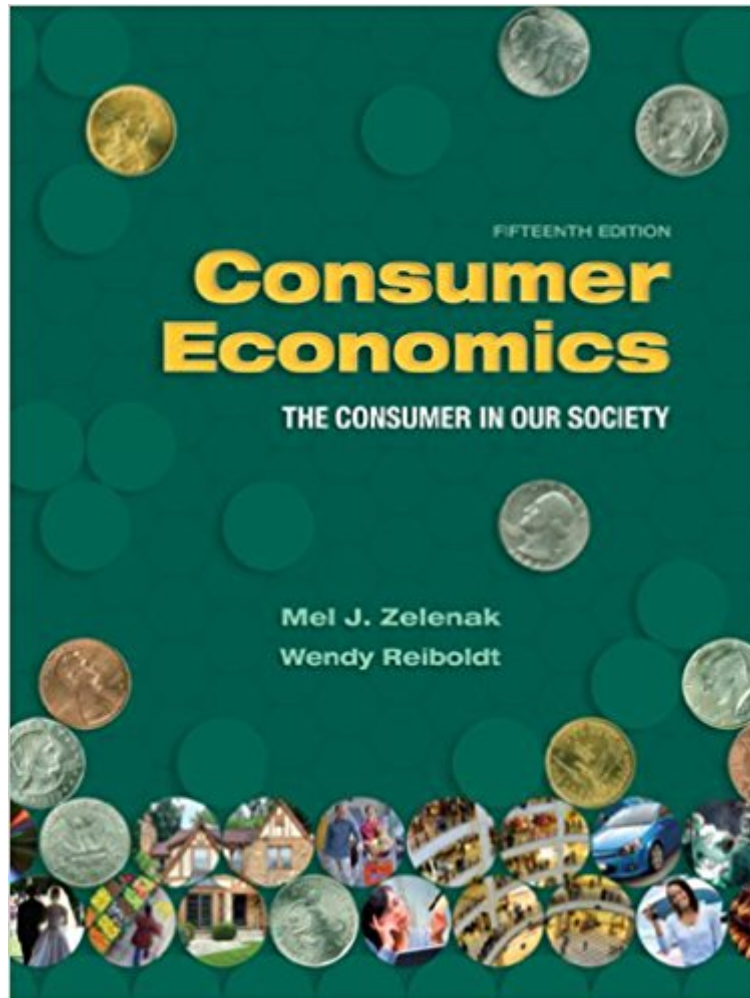


Ebook Directory
the best source of ebook

The book was found

Consumer Economics: The Consumer In Our Society



Synopsis

From the Foreword: Consumer Economics: The Consumer in Our Society is a big-picture book providing background that readers need to make important economic decisions in their daily lives. But it also goes beyond the big picture to deal with the essential particulars of these decisions . . . The nitty gritty. It does this with full attention to substance as well as style.--Monroe Friedman, Emeritus Professor of Psychology, Eastern Michigan University

Consumer Economics: The Consumer in Our Society identifies the social, economic, and political forces that shape consumer demands, and it gives readers a better understanding of themselves as consumers in our society and the world. Readers will learn how the marketplace works to serve consumers, and they will also learn how it can work to disserve and even defraud consumers. This book examines what the government can do and is doing in the field of consumer protection, and it discusses how an individual may become a more mature, better-educated consumer citizen. The fifteenth edition of this classic has been updated to reflect changing times and recent events while maintaining focus on long-term trends and issues; includes new and updated consumer websites; and offers new, more realistic case studies that reflect current concerns--all the while retaining its reader-friendly design and affordability. The book's significant features include the following: Key Concepts and Learning Objectives; in each chapter help readers evaluate whether the essence of the material has been understood. Boldfaced Key Terms, marginal definitions, and a book-end Glossary are there for easy reference. FYI, Tips, and Q&A are brief capsules of information set apart for reader consideration and discussion. Case stories are humorous narratives on relevant topics, followed by thought-provoking questions. The recurring feature There Oughta Be a Law . . . covers key consumer legislation. Chapter-end Summaries, Review and Discussion Questions, and Exploring Personal Values: Projects help readers in reviewing chapter material.

Book Information

Paperback: 360 pages

Publisher: Holcomb Hathaway, Publishers; Fifteenth edition (July 13, 2009)

Language: English

ISBN-10: 189087194X

ISBN-13: 978-1890871949

Product Dimensions: 8.5 x 0.5 x 11 inches

Shipping Weight: 1.7 pounds

Average Customer Review: 4.1 out of 5 stars 5 customer reviews

Best Sellers Rank: #69,241 in Books (See Top 100 in Books) #23 in Ã Â Books > Business & Money > Economics > Commerce

Customer Reviews

Chapters address important topics that help students understand themselves as consumers in everyday life. . . . [The book] offers the instructor the opportunity to engage students in a wide range of learning activities, including problem-based case studies. . . . Review and discussion questions, and projects for exploring values at the end of each chapter enhance student's critical thinking/problem solving skills. --Mary Mhango, Marshall University

I ordered this version by mistake so I returned it but the quality of the book itself and the shipping speed was great!

Great.

I just got an A with this "older" text book in a class that required the "newer" version. I compared it with other classmates new book. All that had changed was the cover and the price. Save some money and buy this version.

Got my book on time and was very happy. I ordered late and thought that I wouldn't have it by the first day of class but got it right on time.

I am very displeased with my purchase. My book reeks of cigarette smoke, which is absolutely disgusting to smell while I'm trying to concentrate. It also has writing all throughout it--various highlighting, underlining, and random pictures on most of the pages. The price was better than buying a new book--but it just wasn't worth it for the "good quality" book I received. I would not recommend purchasing through this seller if you enjoy reading without the risk of secondhand smoke.

[Download to continue reading...](#)

Consumer Economics: The Consumer in Our Society Kelley Blue Book Consumer Guide Used Car Edition: Consumer Edition July - Sept 2017 (Kelley Blue Book Used Car Guide Consumer Edition)
Economics 101: From Consumer Behavior to Competitive Markets--Everything You Need to Know About Economics (Adams 101) More Heat than Light: Economics as Social Physics, Physics as

Nature's Economics (Historical Perspectives on Modern Economics) Inheritance: How Our Genes Change Our Lives--and Our Lives Change Our Genes The Mind-Gut Connection: How the Hidden Conversation Within Our Bodies Impacts Our Mood, Our Choices, and Our Overall Health Consumer Survival [2 volumes]: An Encyclopedia of Consumer Rights, Safety, and Protection Kelley Blue Book Used Car: Consumer Edition January - March 2017 (Kelley Blue Book Used Car Guide Consumer Edition) Westward Bound: Sex, Violence, the Law, and the Making of a Settler Society (Law and Society Series Published in association with the Osgoode Society for Canadian Legal History) Consumer Economics Issues in America, 9e Consumer Economics: Issues and Behaviors, 2nd Edition Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society Health Economics (The Pearson Series in Economics) Music in the Marketplace: A social economics approach (Routledge Advances in Social Economics) International Economics, Globalization, and Policy: A Reader (McGraw-Hill Economics) Economics in One Lesson: The Shortest and Surest Way to Understand Basic Economics The Economics of Money, Banking and Financial Markets (11th Edition) (The Pearson Series in Economics) Economics: Principles, Problems, & Policies (McGraw-Hill Series in Economics) - Standalone book Principles of Economics, 7th Edition (Mankiw's Principles of Economics) Essentials of Economics (Mankiw's Principles of Economics)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)