

Consumer Economics: The Consumer in Our Society

By Mel J. Zelenak, Wendy Reiboldt

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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.

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Editorial Review

Review
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

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