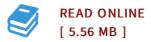




# Consumerism: Search for the Consumer Interest

By-

Free Press. Paperback. Book Condition: New. Paperback. 512 pages. Dimensions: 9.2in. x 6.1in. x 1.3in. The new edition of this highly acclaimed anthology continues to provide the most comprehensive, rigorously balanced survey available of modern consumerism. Written by a wide range of experts, the 42 articles -- half of them new to this edition -- cover todays most important consumer and public policy issues: advertising and the disclosure of consumer information, selling practices, antitrust issues and competition, product safety, liability, and consumer satisfaction. As in previous editions, the articles are arranged according to the steps in the purchase process. New to this edition are detailed discussions of such current issues as the costs and benefits of government regulation, advertising to children, consumer information systems, and demarketing (encouraging consumers to use less of such products as tobacco and energy). The final section assesses the response of business and industry to consumer pressures. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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