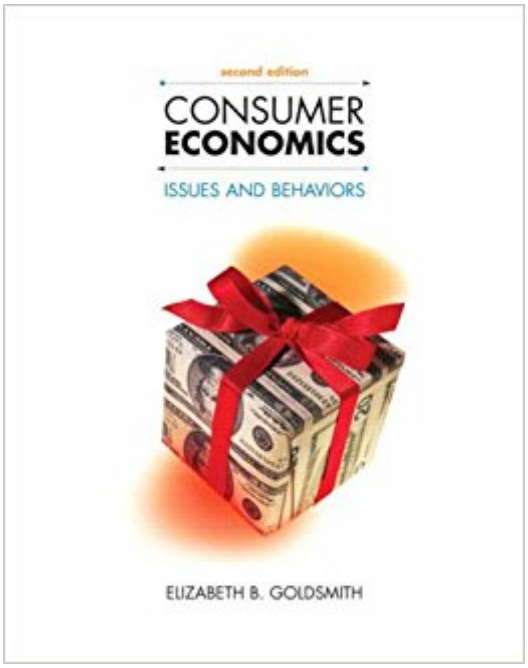
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Consumer Economics: Issues And Behaviors, 2nd Edition



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Synopsis

This book provides an up-to-date look at the consumer movement and the intricacies of consumer behavior. It addresses who buys what, how, when, and why. It also looks at the forces that impact consumer choice in an ever-changing and often turbulent worldÃ¢â ¬â •all using a balanced casebook approach. This edition emphasizes the consumer power model, includes more on personal finance and reflects the latest consumption shifts and impact consumers have on product development, advertising, packaging and promotion. Anyone interested in consumer behavior.

Book Information

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Customer Reviews

Today’s consumer is operating in a much more complex marketplace than could ever have been envisioned by Adam Smith, founding father of modern economics, who argued that consumers—not kings or parliaments—should rule nations. There is no doubt that the consumer is still sovereign, but controlling resources is becoming increasingly difficult. This text examines and explains the issues surrounding the modern consumer. Highlights include: Student-based examples such as landlord-tenant disputes, sorting through credit card and cellular phone offers, purchasing cars and vehicle repairs, and choosing travel and various other "deals" wisely Internet and e-commerce is well-documented Introduces the circular flow model of consumption from beginning to end A full chapter on consumption shifts and the consumer movement State-of-the-art scientific and behavioral knowledge on diets, organically-grown food, genetically altered food, additives, food-related disease, and fast-food versus the slow-food movement A full chapter on health and wellness Practical information regarding purchasing homes,

cars, insurance, and investments, including warranties and guarantees, product safety and awareness of "get rich quick" schemes A full chapter on identity theft and how to avoid it --This text refers to an out of print or unavailable edition of this title.

Elizabeth B. Goldsmith (Ph.D., Michigan State University) is Professor of Resource Management and Consumer Economics at Florida State University where she has been the recipient of the University Teaching Award and the Teaching Incentive Award for teaching excellence. Dr. Goldsmith’s published writings include journal articles, encyclopedia chapters, and a textbook, Resource Management for Individuals and Families, Second Edition. She has served as associate editor of the Journal of Family and Consumer Sciences, and as an advisor to the Wall Street Journal, the United Nations, and other organizations. Her research interests focus on work and family, women and money, the functioning of the American home, and environmental issues. During a 1992 sabbatical, she conducted research at the White House and the Smithsonian Institution. Since then, she has had grants from the Smithsonian, Duke University, the Hoover Presidential Library, and been a researcher, policy advisor, and guest at the White House. In 1996, she was named Outstanding Alumna of Michigan State University. During a 1999 sabbatical, she conducted research in Ireland and at the JFK Presidential Library in Boston. In 2002-2003 she was featured in the Florida State University Bulletin as a Distinguished Faculty Member. She serves on the editorial board of the International Journal of Consumer Studies and has given speeches in Wales, Mexico, Finland, Sweden, Australia, Malta, England, Northern Ireland, and Germany. She also serves on the editorial board of the Journal of Family and Economic Issues and represents consumers on the Board of Trustees of the National Association of Insurance Commissioners and the Florida Motor Vehicle and Repair Council.

This was the book required by my college professor. It is an older edition and completely out of date when it comes to the information. It actually said it was thinking online shopping might be the wave of the future! Nothing wrong with the book itself, and because it was required, can’t blame the outdatedness on anyone except my professor. Got an A in the class by the way :)

Had to have this for a class and could purchase for the price of rental.

received on time and no issues

Good

It’s a textbook, and in great shape, and it was what was needed for the class. A great price for this textbook.

I had to buy this one and it got the job done. As interesting as textbook can get I guess.

It was exactly what i expected, i was the older edition but the only difference was chapter numbers at the end. thank you

I’ve never been an economics or accounting major. But in order to obtain my teaching credentials it is needed for my area. This book makes it very easy for me to understand the subject.

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