



Consumer Economics: Issues and Behaviors

Elizabeth B. Goldsmith

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From identity theft to product recalls, from what we once thought of as unshakeable institutions to increasing concerns about sustainability, consumer issues are an integral part of modern life. This fully updated third edition of *Consumer Economics* offers students an accessible and thorough guide to the concerns surrounding the modern consumer and brings to light the repercussions of making uninformed decisions in today's economy.

This definitive textbook introduces students to these potential issues and covers other key topics including consumer behavior, personal finance, legal rights and responsibilities, as well as marketing and advertising. Combining theory and practice, students are introduced to both the fundamentals of consumer economics and how to become better-informed consumers themselves.

Highlights in this new edition include:

- New Critical Thinking Projects feature to encourage students to develop their critical thinking skills through analysing consumer issues.
- Expanded coverage of social media and the impact of social influence on consumers.
- Revised Consumer Alerts: practical advice and guidance for students to make smart consumer decisions.
- A new Companion Website with a range of presentation materials and exercises related to each chapter.

Fully updated throughout, this textbook is suitable for students studying consumer sciences – what works, what doesn't, and how consumers are changing.

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