

**BOOKS CONSUMERISTS (AND OTHERS)
SHOULD KNOW ABOUT:
AN ANNOTATED BIBLIOGRAPHY**

by
**Bobby H. Sharp
E. Thomas Garman
Glen H. Mitchell**

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TABLE OF CONTENTS

<u>Section</u>	<u>Page</u>
CONSUMERISM AND GENERAL CONSUMER INFORMATION	3
THE MARKETPLACE	6
CONSUMER TOPICS/ISSUES	
DRUGS	9
ENERGY	10
ENVIRONMENT	11
FOOD AND NUTRITION	12
HEALTH AND HEALTH CARE	14
HOUSING	16
INSURANCE	17
LAW, LEGAL	17
TAXES	18
MEDIA AND ADVERTISING	18
SPECIAL CONSUMER PROBLEMS	21
GOVERNMENT AND CONSUMER PROTECTION	22
READINGS	25
CLASSICS	26
FEEDBACK	29

PREFACE

This bibliography has been developed with two primary objectives in mind. First, an annotated listing of works of both specific and general topics may be useful to professionals and lay persons seeking information on those topics. Surveying the list may result in the selection of some books about which one has been unaware. Second, an annotated listing of books permits a visual evaluation of what consumer topics are receiving attention at different points in time. The bibliography contributes to our perceiving more clearly how the present era--the mid-to-late 1970's--fits into the consumer movement's historical scheme (e.g., What topics have been emphasized? Or omitted? And, has the consumer movement "matured" as analysts of the field have projected?).

In this bibliography, "how to" books on any of a number of specific topics--how to buy/sell a house, how to invest, how to barter, to name a few--have been omitted. This was done in part because of their large number and because of the ease with which they can be identified and located in most public libraries.

The section of the bibliography termed "Classics" includes the more outstanding works in consumer studies published prior to 1970 (the "old" classics) as well as a few published more recently (the "new" classics). Older classics are notable for their timelessness and/or historical precedent. Newer classics represent landmark or distinctive contributions to the field which, although published only five to ten years ago, continue to be definitive treatments to their subjects.

Of course not every book which could be included in this bibliography has been. Over the past two decades a large number of books on or related to consumer concerns have been published. Thus, we present an annotated

bibliography of selected published books which address current consumer problems and issues, which raise the consciousness of consumers, and which inform readers of possible solutions or alternatives for both individual and collective action. Moreover, these are books consumerists (and others) should know about.

Bobby H. Sharp
E. Thomas Garman
Glen H. Mitchell

Grateful appreciation is extended to the United States Department of Health, Education and Welfare and to the Office of Education for funding this project.

CONSUMERISM AND GENERAL CONSUMER INFORMATION

Anderson, Joanne Manning, For The People: A Consumer Action Handbook, Addison-Wesley, 1977.

Contains a dozen or so consumer action projects which can be undertaken in one's own community. Covers categories of health care services, energy, grocery stores/products, and media. Offers strategies for planning and implementing the projects. Useful reading and reference for any individual or group intending to take "consumer action" at the local level.

Bruck, Lilly, Access: The Guide to a Better Life for Disabled Americans, Random House, 1978. (Annotated under SPECIAL CONSUMER PROBLEMS.)

Creighton, Lucy Black, Pretenders to the Throne, D.C. Heath, 1976.

Presents a historical perspective of the consumer movement, critiques consumerists' motives and behaviors, and accuses consumer leaders of duping and misguiding the consuming public.

George, Richard, The New Consumer Survival Kit, Little, Brown & Company, 1978.

Derived from the scripts of Consumer Survival Kit programs on Public Television, with some re-writing and updating of the information. Covers a wide range of topics related to consumer selection and money management, offering tips for more satisfying and effective buying.

Graedon, Joe, The People's Pharmacy, St. Martin's Press, 1976. (Annotated under DRUGS.)

Hapgood, David, The Average Man Fights Back, Doubleday, 1977.

A sequel to The Screwing of the Average Man (1974). Details many ways citizens are fighting impersonal bureaucracies and organizations.

Holum, John R., Topics and Terms in Environmental Problems, Wiley, 1977. (Annotated under ENVIRONMENT.)

Horowitz, David, Fight Back! And Don't Get Ripped Off, Harper-Row, 1979.

A "call-to-arms" for consumers. Incites consumers to become active participants in the exchange process of the marketplace, demanding higher quality services and goods. Suggests "techniques" which may be employed

by consumers both before and after purchases to insure they avoid getting "ripped off." Calls for consumers to be better informed of existing rights and to be more assertive in claiming these rights. Polemic in nature, but also informative.

Jack S. Margolis' Complete Book of Recreational Drugs. Cliff House--Price/Stern/Sloan, 1979. (Annotated under DRUGS.)

Kangun, Norman and Lee Richardson (ed.), Consumerism: New Challenges for Marketing, American Marketing Association, 1978.

Collection of papers presented during a conference sponsored by the American Marketing Association. Approaches consumerism from a marketing viewpoint and considers how consumerism challenges and motivates marketers to act. Treats a variety of topics, from insurance to grocery store purchases.

McCarry, Charles, Citizen Nader, New American Library, 1973.

Profiles Nader, his background, his rise to prominence, and his mission. Attempts to discredit Nader.

Meyerson, Bess, The Complete Consumer Book: How To Buy Wisely and Dress Well, Simon and Schuster, 1979.

Covers many topics of interest to consumers, offering "how-to" information which may be helpful. Inserts copies of letters which liven up the topics. Refers readers to many publications and services for more specific and indepth information. The title misleads--this is not "the complete consumer book," but perhaps a good "partial" one.

Mitford, Jessica, Poison Penmanship: The Gentle Art of Muckraking, Alfred A. Knopf, 1979.

Collection of Mitford's more famous articles, each followed by a somewhat lengthy commentary on the source of the assignment, the difficulty with editors, and the impact of the material on her and the world. The title misleads since only about half of the articles involve raking of muck. Provides some sense of the person behind the exposes.

Scarpa, Ioannia S. and Helen Chilton Kiefer, Sourcebook on Food and Nutrition, Marquis Academic Media, 1978. (Annotated under FOOD AND NUTRITION.)

Sylvia Porter's New Money Book for the 80's, Doubleday, 1979.

Updated, expanded, encyclopedic version of Porter's previous Money Book. Treats numerous topics of interest to most anyone. Includes (to assist readers/users in finding information) a quite detailed and complete index. Useful to both lay persons and professionals as a comprehensive collection of information on financial matters and consumer issues in general.

Quinn, Jane Bryant, Everyone's Money Book. Delacorte, 1979.

Covers the whole gamut of personal money management topics along with tips on such topics as personal files and moving. Explains technical terms and concepts (e.g., credit, savings, insurance) and relates them to an overall program of handling money and financial affairs. Useful as a generally complete reference.

Sanford, David, Me & Ralph: Is Nader Unsafe for America? New Republic, 1976.

A former co-worker critiques Nader's personality and his personal and professional behavior.

Schrag, Phillip G., Counsel for the Deceived: Case Studies in Consumer Fraud, Pantheon, 1972.

Details several case studies in consumer fraud, and shares the frustrations experienced by the New York City Consumer Affairs Department in its attempts to apply consumer protection laws.

Thorelli, Hans B. and Sarah V. Thorelli, Consumer Information Systems and Consumer Policy, Ballinger, 1977.

Focuses on systems for the delivery of independent consumer information.

Tyrrell, R. Emmett, Jr., Public Nuisances, Basic Books, 1979.

Includes sharply-written profiles on some 25 public figures (John Kenneth Galbraith and Ralph Nader among them) who as "poseurs, quacks, and half-wits" have perpetrated "a vast fraud upon us all." Considers three general varieties of nuisances: "intellectuals," "louses," and "politicians." What will be funny to some readers will be maddening to others.

Vogel, David, Lobbying the Corporation: Citizen Challenges to Business Authority, Basic Books, 1978.

Recounts the births and rise of various "citizen-lobbies" during the 1960's. Relates how citizen groups confronted Dow, General Motors, Kodak, and other corporate giants. Claims the groups had a "discernible impact" on corporate managers, making corporations more accountable. Ends on a pessimistic note, claiming real corporate accountability comes only with powerful and deliberate government action.

Wasserman, Paul and Joan Morgan, (eds.) Consumer Sourcebook, Gale, 1978.

Covers many consumer interests at least cursorily. Organizes the material into six sections: government agencies, associations and institutes, media, companies, bibliographic information, and indexes of organizations and publications. A massive tome, filled with much information.

Weisbrod, Burton, Joel F. Handler, and Neil K. Komesan (eds.), Public Interest Law: An Economic and Institutional Analysis, University of California Press, 1978. (Annotated under GOVERNMENT AND CONSUMER PROTECTION.)

Winter, Ruth, A Consumer's Dictionary of Food Additives (Rev. Ed.), Crown, 1978. (Annotated under FOOD AND NUTRITION.)

Wright, J. Patrick, On a Clear Day You Can See General Motors, Wright Enterprises, 1979.

Depicts imperfections of the giant corporation's management, the pettiness and incompetence of GM executives, and the intolerance of the GM management system to new ideas. Accounts numerous GM errors of judgement, questionable practices and policies, and deliberate marketing of inferior or unsafe products (e.g., the Corvair). Told in the first person by a former GM executive (John Z. DeLorean) and written by Wright.

THE MARKETPLACE

Brown, E. Richard, Rockefeller Medicine Men: Medicine and Capitalism in America. University of California, 1979. (Annotated under HEALTH AND HEALTH CARE.)

Brown, Susan, et al., The Incredible Bread Machine, Ward Ritchie Press, 1975.

Argues, through case studies, that governmental intervention in many economic affairs typically becomes business-government collusion with high returns to the participants and losses to consumers.

Editors of Ramparts with Frank Browning (eds.), In The Marketplace: Consumerism in America, Canfield Press, 1972. (Annotated under READINGS.)

Galbraith, John Kenneth and Nicole Salinger, Almost Everyone's Guide To Economics, Bantam, 1979.

Salinger (a French reporter) "interviews" Galbraith, getting his views, in down-to-earth terms, on contemporary economic questions and issues. Reveals little of Galbraith's thinking that isn't included in his other works. The format of the presentation and the simplified terms and arguments make the volume useful to readers with minimal economic training.

Green, Mark J. (ed.), The Monopoly Makers, Grossman, 1973. (Annotated under GOVERNMENT AND CONSUMER PROTECTION.)

Green, Mark J., Beverly C. Moore, Jr., and Bruce Wasserstein, The Closed Enterprise System, Grossman, 1972. (Annotated under GOVERNMENT AND CONSUMER PROTECTION.)

Halberstam, David, The Powers That Be, Knopf, 1979. (Annotated under MEDIA AND ADVERTISING.)

Heilbroner, Robert L., et. al., In The Name of Profit, Warner/Paperback Library, 1973.

Includes six documented classic case studies of corporate trickery and corruption.

Hightower, Jim, Eat Your Heart Out: Food Profiteering in America, Vintage Books, 1975. (Annotated under FOOD AND NUTRITION.)

Kangun, Norman and Lee Richardson (eds.), Consumerism: New Challenges for Marketing, American Marketing Association, 1978. (Annotated under CONSUMERISM AND CONSUMER INFORMATION.)

Katona, George, Psychological Economics, Elsevier Press, 1975.

A study of the human factors in economic affairs. Considers how consumers and businesspersons alter their decisions to spend, save and invest because of past experiences, attitudes, aspirations and expectations.

Kwitney, Jonathan, Vicious Circles: The Mafia in the Marketplace, W.W. Norton & Company, 1979.

Exposes organized crime in businesses, its invasion of competitive forces through the use of the "fix"--product adulterations, bribery, legal sleight-of-hand, and special contracts with unions. Offers numerous

accounts of Mafia business practices, each with a common outcome: the real victims are consumers, honest business persons and ordinary people who pay the costs of organized crime's extortion.

Law, Sylvia and Steven Polan, Pain and Profit: The Politics of Malpractice, Harper and Row, 1978. (Annotated under HEALTH AND HEALTH CARE.)

Lerza, Catherine and Michael Jacobson (eds.), Food For People, Not For Profit, Ballantine Books, 1975. (Annotated under FOOD AND NUTRITION.)

Margolius, Sidney, The Great American Food Hoax, Dell, 1972. (Annotated under FOOD AND NUTRITION.)

Mayer, Martin, The Builders: Houses, People, Neighborhoods, Governments, Money, W.W. Norton, 1978. (Annotated under HOUSING.)

Mintz, Morton and Jerry S. Cohen, Power, Inc.: Public and Private Rules and How To Make Them Accountable, Viking/Penguin, 1976.

Revises an earlier classic, America, Inc. (1972). Details techniques used by powerful public and private figures and institutions in furthering their interests and avoiding accountability.

Morgan, Dan, Merchants of Grain, Viking Press, 1979. (Annotated under FOOD AND NUTRITION.)

Nader, Ralph (ed.), The Consumer and Corporate Accountability, Harcourt, Brace, Jovanovich, 1973. (Annotated under READINGS.)

Ridgeway, James, The Last Play: The Struggle to Monopolize the World's Energy Resources, E.P. Dutton, 1973. (Annotated under ENERGY.)

Silk, Leonard, Economics in Plain English: All You Need to Know About Economics--In Language You Can Understand, Simon & Schuster, 1978.

Attempts to make economic theory, economic history, and economic-government relations palatable for ordinary folk. Defines technical economic terms in everyday terms. Sprinkles wit throughout this illuminating volume. May be particularly useful in consumerism classes, though may not provide all one needs to know about economics.

Silk, Leonard and David Vogel, Ethics and Profits, Simon & Schuster/Touchstone, 1978.

Derived from a series of conferences held for business persons in 1974-1975. Contains responses of American business leaders to criticisms from politicians, consumerists, and media regarding behaviors in business during the 1960's and early 1970's. Reveals both the commonality and diversity of views held by business persons.

Simons, Howard and Joseph A. Califano, Jr. (eds.), The Media and Business, Vintage, 1979. (Annotated under MEDIA AND ADVERTISING.)

Vogel, David, Lobbying the Corporation: Citizen Challenges to Business Authority. Basic Books, 1978. (Annotated under CONSUMERISM AND GENERAL CONSUMER INFORMATION.)

Whiteside, Thomas, Computer Capers: Tales of Electronic Thievery, Embezzlement, and Fraud, Thomas Y. Crowell, 1978.

Accounts numerous incidences of computer theft and manipulation involving confidential information, money, and destruction or alteration of important records. Discusses abuses of data on personal lives of ordinary citizens as well as that on business and government. Intended as an informative and awareness-raising book, offering few solutions to the abuses and fraud of computer crime.

Wright, J. Patrick, On a Clear Day You Can See General Motors, Wright Enterprises, 1979. (Annotated under CONSUMERISM AND GENERAL CONSUMER INFORMATION.)

DRUGS

Graedon, Joe, The People's Pharmacy, St. Martin's Press, 1976.

Contains a lot of information about over-the-counter drugs, home-made medications, and prescription drugs. Discusses individual drugs themselves and their interactions with other drugs. Lists several brand names and their generic equivalents. Offers caveats and makes recommendations for drug users. A quite useful reference for anyone.

Hughes, Richard and Robert Brewin, The Tranquilizing of America: Pill Popping and the American Way of Life, Harcourt Brace Jovanovich, 1979.

Documents horror stories of the growing addiction of Americans to legally prescribed drugs (e.g., Valium, Darvon, amphetamines) and to various over-the-counter drugs. Argues that pharmaceutical companies encourage abuse

of legal drugs through clever advertising, and that the FDA consistently has been ineffective in regulating these companies. Reveals an appalling ignorance among doctors regarding effects of drugs they frequently prescribe.

Insight Team of the Sunday Times of London, The Story of Thalidomide, Viking Press, 1978.

Discusses the development and use of the drug, as well as the legal cases brought by thalidomide victims in England. Recounts horrifying physical, psychological, and social effects of the drug. Reports no one has been officially blamed for the damage, with court suits often dragging out one and a half decades. A well-researched journalistic investigation coming many years after the tragic use of the drug.

Jack S. Margolis' Complete Book of Recreational Drugs, Cliff-House--Price/Stern/Sloan, 1979.

Essentially an abridged version of the Physician's Desk Reference. Discusses most pharmaceutical drugs as well as marijuana and cocaine. Offers information on drug-type, the drug's usefulness and effects, and its form(s). Useful as a reference for consumers in general.

Stubile, Toni, Cosmetics: The Great American Skin Game, Ballantine Books, 1973.

Describes how products classified as cosmetics escape controls and contain ingredients which can be harmful.

ENERGY

Commoner, Barry, The Politics of Energy, Knopf, 1979.

Makes a case for solar energy as a viable energy source, though considers other "renewable" energy sources as well. Stresses matching energy types with their final needs. Dismisses conservation of energy as "peripheral." Tends toward polemic, going beyond an analysis of energy sources to passionate scape-goating. Argues that political maneuvering and pressuring account for past and present national energy policy.

Ridgeway, James, The Last Play: The Struggle to Monopolize the World's Energy Resources, E.P. Dutton, 1973.

Details the history and organization of an international cartel which controls oil and natural gas resources in the non-Communist sector of the world.

Stobaugh, Robert and Daniel Yergin (eds.), Energy Future: Report of the Energy Project at the Harvard Business School. Random House, 1979.

Collection of essays, usually nontechnical, written by a group of scholars knowledgeable about energy. Traces the development of the U.S. "energy crisis" over the past several decades. Examines various energy sources along with each's caveats. Emphasizes solar energy and conservation (via monetary incentives) as most promising energy alternatives. Glosses over U.S. dependency on automobiles as a serious long-run issue.

ENVIRONMENT

Cahn, Robert, Footprints on the Planet: A Search For An Environmental Ethic, Universe Books, 1978.

Sketches various diverse attempts by private firms and government agencies to reach a code(s) of behavior for treating the environment. Includes a short history of the environmental movement. Offers numerous well-documented case studies of environmental protection dilemmas (e.g., the snail darter and the Tellico Dam).

Friedlaender, Ann F. (ed.), Approaches to Controlling Air Pollution, MIT Press, 1978.

Presents the results of a public conference on air pollution and public policy held in late 1976. Focuses on political and legal considerations of past and potential legislation dealing with air pollution. Concludes that more flexible standards and mechanisms are needed, replacing the current "symbolic" standards set by the Environmental Protection Agency.

Fuller, John G., The Poison That Fell From The Sky, Random House, 1978.

Details the events following July 10, 1976 when a chemical plant exploded and spread dioxin over the land around Seveso, Italy. Raises many questions about chemical production, safeguards against accidents and human injury, and environmental effects of chemicals. Probably considered alarmist by some persons.

Holum, John R., Topics and Terms in Environmental Problems, Wiley, 1977.

Includes definitions/discussions of nearly 250 environmental issues pertaining to "energy, chemical, and physical forces." Generally nontechnical, requiring little science knowledge. May be useful as a reference source, especially regarding chemical pollutants.

Kavaler, Lucy, The Dangers of Noise, Crowell, 1978.

Surveys physical and psychological effects of noise, providing specific examples to prove points. A well-researched volume on one form of environmental pollution.

FOOD AND NUTRITION

Cross, Jenifer, The Supermarket Trap: The Consumer and the Food Industry, (revised edition), Indiana University Press, 1976.

Reveals behind-the-scenes skulduggery by food manufacturers and supermarket personnel. Full of detailed information, much from industry sources.

Deutsch, Ronald M., The New Nuts Among the Berries, Bull, 1977.

A complete updating of The Nuts Among the Berries (1961). Critiques fads, misinformation, and widespread ignorance among Americans regarding food selection and use as well as nutrition. Gets points across through documentation and well-written humor. Makes one think about how one thinks about food.

Hightower, Jim, Eat Your Heart Out: Food Profiteering in America, Vintage Books, 1975.

Depicts how gigantic agribusiness corporations and the United States Department of Agriculture victimize small farmers and consumers.

Hungate, L.S. and R.W. Sherman, Food and Economics, Avi Publishing Company, 1979.

A consumer oriented approach to the world food problem and to the race between population and food production. Proposes ways to alleviate food shortages around the world.

Hunter, Beatrice Trum, The Great Nutrition Robbery, Scribner, 1978.

Raises many well-documented questions about synthetic ingredients in processed foods, many of which are devoid of nutrition and may contribute to disease and poor health. Indicts food processors for putting their interests ahead of consumers' health. Intended to increase awareness of the existing and persistent problem of inadequate nutrition through many processed foods.

Lerza, Catherine and Michael Jacobson (eds.), Food For People, Not For Profit, Ballentine Books, 1975.

A handbook on nutritional and dollar values of foods. Informs consumers of health risks of wrong foods, conglomerate take-overs of food markets, and typical misallocation of resources in food production. Contains a variety of articles from many sources.

Margolius, Sidney, The Great American Food Hoax, Dell, 1972.

Contends food is overpriced and of inferior quality due to the food industry's greed and the government's acquiescence to the industry's power. Contains numerous examples of how to get your money's worth.

Margolius, Sidney, Health Foods: Facts and Fakes, Walker, 1973.

Exposes claims of the health food industry, and accuses the Federal government of laxness in protecting consumers from the industry's exploitation.

Morgan, Dan, Merchants of Grain, Viking Press, 1979.

Discusses international grain trade from the "consumer is victimized" point of view, with five huge, multinational, diversified grain companies coming out winners. Explores the companies' (all privately owned, maintaining strict secretiveness) intelligence and lobbying apparatuses, their advantages derived from subsidies while sheltering income from the IRS, and their relative immunity to deregulation. Raises questions regarding using food as diplomatic leverage.

Scarpa, Ioannia S., and Helen Chilton Kiefer, Sourcebook on Food and Nutrition, Marquis Academic Media, 1978.

Compilation of numerous articles, reports, pamphlets, and newsletters on nutrition, food faddism, special diets, and other food issues and problems. Discusses the relationship between some health problems and nutrition. Appears to be an authoritative, loosely-organized reference on the subject of food and nutrition.

Winter, Ruth, A Consumer's Dictionary of Food Additives (revised edition), Crown, 1978.

Contains definitions, in non-technical terms, of many food additives commonly found in packaged foods. Distinguishes those additives that are harmful from those that have been proven desirable. Makes recommendations for consumers in their food selection which contain additives. A handy reference for anyone, especially persons with special dietary needs.

Wortman, Sterling, and Ralph W. Cummings, Jr., To Feed This World: The Challenge and the Strategy, Johns Hopkins, 1978.

Proposes, optimistically, that the widespread global hunger can be reversed: a "percolate up" approach should be implemented by emphasizing productive capacities of this world's rural poor, when they have the means and motivation to do so. Suggests specific strategies for world-wide rural development and increased food production. Places considerable confidence in modern techniques of food production and willingness of political figures to promulgate appropriate policies.

HEALTH AND HEALTH CARE

Barrett, Stephen and Gilda Knight (eds.), The Health Robbers: How To Protect Your Money and Your Life, George F. Strickley, 1976.

Includes articles by doctors and health professionals pointing out false claims by promoters of special diets, cures, and nutrition sources.

Brown, E. Richard, Rockefeller Medicine Men: Medicine and Capitalism in America. University of California, 1979.

Argues that American medicine is structured to further economic and political corporate and upper class interests. A well-documented volume, using historical evidence. Title comes from documents revealing Rockefeller wealth as the single largest capital source during the formative years of medicine in the United States. Sees health care as preserving the status quo of the capitalist elite.

Editors of Consumer Reports, The Medicine Show, Consumers' Union, 1980.

Contains "some plain truths about popular products for common ailments." Exposes excesses in claims made by marketers of products designed to relieve us of annoying everyday health problems.

Epstein, Samuel S., MD, The Politics of Cancer, Sierra Club, 1978.

Attributes 70-90% of all cancers to environmental factors, and submits that cancer hasn't been reduced due to "special industrial interests" and "indifference of the scientific community." Compiles information on environmental causes of cancer. Accounts numerous horror stories of job-related cancers and how they were ignored or hidden by employers.

Graedon, Joe, The People's Pharmacy, St. Martin's Press, 1976. (Annotated under DRUGS.)

Gregg, Charles T., Plague! The Shocking Story of a Dread Disease in America Today, Scribner, 1978.

Accounts historical, scientific, and conjectural dimensions of the plague bacillus. Discusses permanent reservoirs of the bacillus currently existing in the United States, as well as the ineffectiveness of modern disease control. Includes numerous case studies which personalize some of the statistics. A scary account of a usually-forgotten disease.

Guinther, John, The Malpractitioners, Anchor Press, 1978.

Discusses the rise in number of medical malpractice suits and why the phenomenon has occurred. Proposes why medical malpractice insurance works and does not work, and suggests alternatives for improvement. A well-researched treatment of a thorny issue.

Hughes, Richard and Robert Brewin, The Tranquilizing of America: Pill Popping and the American Way of Life, Harcourt Brace Jovanovich, 1979. (Annotated under DRUGS.)

Lander, Louise, Defective Medicine: Risk, Anger, and the Malpractice Crisis, Farrar, Strauss, & Giroux, 1978.

Examines the malpractice problem via the structure of current medical practice (e.g., impersonalization of health care). Argues that recent legal and business (i.e., insurance) adjustments are temporary. Appeals for a comprehensive health care system which removes the potential for patient anger and litigation.

Law, Sylvia and Steven Polan, Pain and Profit: The Politics of Malpractice, Harper and Row, 1978.

Presents major findings and recommendations of a Report of the HEW Secretary's Commission on Medical Malpractice. Depicts the malpractice issue as multifaceted, stemming from the three institutions of medicine, law, and insurance. Considers malpractice litigation as the best alternative currently available to patients who have grievances. An authoritative treatment of the malpractice problem.

Steven, Jonas, MD, Medical Mystery: The Training of Doctors in the United States, W.W. Norton, 1978.

Details many problems with contemporary American medicine, such as specialty care, fee-for-service, and cure-oriented treatment. Sees the current "sci-med establishment" as a system intent on perpetuating itself. Recommends preventionist approaches to medicine along with a complete restructuring of medical care and education.

Stein, Hane J. Making Medical Choices: Who is Responsible?, Houghton Mifflin, 1978.

Organized around events of birth, life, and death. Discusses basic questions of medical ethics, health policy, law, science and consumer autonomy. Includes numerous case histories which dramatize issues. Suggests very few answers to the basic questions raised.

Strickland, Stephen P., Research and the Health of Americans: Improving the Policy Process, Lexington Books, 1978.

Traces a history of sponsored health research, and analyses decisions influencing medical research activities. Focuses on the government-medical science-private sector triad as it determines health policy and medical research. Offers glimpses of how health research decisions have been made, and proposes some improvements.

Whiteside, Thomas, Selling Death: Cigarette Advertising and Public Health, Liveright, 1971. (Annotated under MEDIA AND ADVERTISING.)

HOUSING

Fried, Joseph P., Housing Crisis, U.S.A., Penguin Books, 1972.

Describes various national housing programs and some of the social, economic, psychological and political dynamics and problems involved.

Mayer, Martin, The Builders: Houses, People, Neighborhoods, Governments, Money, W.W. Norton, 1978.

Examines behind-the-scenes goings-on and professionals involved in this country's largest industry. Reviews numerous abuses of the public by the building industry's manipulation of government agencies and programs. Considers government subsidies and intervention to be compounding existing housing problems. A thorough, journalistic expose.

Seidel, Stephen R., Housing Costs and Governmental Regulations: Confronting the Regulatory Maze, Center for Urban Policy Research, 1978.

Comprehensively surveys government regulations influencing housing costs, and assesses the costs of such regulations. Identifies several obstacles to establishing a sensible building system for personal residences. Proposes modifications to existing regulations which would promote the availability of consumer housing.

INSURANCE

O'Connell, Jeffrey, Ending Insult to Injury: No-Fault Insurance For Products and Services, University of Illinois Press, 1975.

Argues for no-fault insurance as a legal reform which would circumvent the prolonged litigation currently designed to fix blame for accidents and injuries.

Shulman, Richard, Billion Dollar Bookies: The Story Behind the Fine Print of Your Mutual Life Insurance Policy, Harper's Magazine Press, 1976.

Accuses mutual life insurance firms of "bookmaking," or taking bets (premiums) and paying out a lesser amount to winners (death beneficiaries). Argues that excess reserves are invested and yield enormous returns to the firms at the expense of consumers. Calls for reform in the practices of mutual life insurance firms.

Speilmann, Peter and Aaron Zelman, The Life Insurance Conspiracy, Simon & Schuster, 1979.

Updates an earlier edition (1976) under a different title. Depicts life insurance companies as villains who exploit consumers by single-mindedly pushing whole life insurance plans. Offers evidence showing why whole life plans are very costly forms of life insurance protection. Suggests some ways to avoid the sting, have insurance protection, and make money too.

LAW, LEGAL

Hoffman, Paul, Courthouse, Hawthorn Books, 1979.

Behind the scenes examination of the criminal-justice system in the United States. Cuts through rhetoric about crime and the legal system (e.g., sensationalism of trials) and captures the impersonal, overwhelming, underfinanced legal bureaucracy. Concludes that reforms to make the system work more humanely are not implemented due to a generalized complacency.

Insight Team of the Sunday Times of London, The Story of Thalidomide, Viking Press, 1978. (Annotated under DRUGS.)

Lieberman, Jethro K., Crisis at the Bar: Lawyers' Unethical Ethics and What To Do About It, W.W. Norton, 1978.

Exposes lawyers' behaviors and techniques for immunizing themselves from outside competition and from regulation. Cites numerous instances of the lengths to which the Bar Establishment (mostly male) has gone in

protecting its interests. Offers nonspecific "solutions" for implementation by users of legal services, public policy-makers, and the Bar itself.

Nader, Laura and Harry F. Todd, Jr. (eds.), The Disputing Process: Law in Ten Societies, Columbia University Press, New York, 1978.

Looks at how legal disputes are resolved in ten different societies.

Sachs, Albie and Joan Hoff Wilson, Sexism and the Law: A Study of Male Beliefs and Legal Bias in Britain and the United States, Free Press, 1978.

Surveys discriminatory treatment of women by British and American legal systems. Traces the development of statute law and legal codes in areas specifically affecting women. Exposes courtroom and legal education bias against women.

Schrag, Phillip G., Counsel for the Deceived: Case Studies in Consumer Fraud, Pantheon, 1972. (Annotated under CONSUMERISM AND GENERAL CONSUMER INFORMATION.)

TAXES

Brandon, Robert M., Jonathan Rowe, and Thomas H. Stanton, Tax Politics: How They Make You Pay and What You Can Do About It, Pantheon Books, 1976.

Covers a history of taxation and dynamics of income and property taxes, concentrating on reforming the tax system.

Stern, Philip M., The Rape of the Taxpayer, Random House, 1973.

Argues that the Federal tax system is a disaster. Proposes some corrective measures.

MEDIA AND ADVERTISING

Atwan, Robert, Donald McQuade, and John W. Wright, Edsels, Luckies and Frigidaires: Advertising the American Way, Delta, 1979.

Collection of magazine advertisements dating back for over a century. Illustrates changing images of everyday life through a chronology of ads. Offers a sense of changing mores, values and advertising techniques during the past several decades.

Barnouw, Erik, The Sponsor: Notes of a Modern Potentate, Oxford University, 1978.

Traces a history of broadcasting, from the advent of early radio broadcasts to the present, as a marriage between network and commercial interests and weak regulatory agencies. Considers economic control as the central issue in broadcasting inadequacies. Proposes alternatives (e.g., a viable Public Broadcasting System) to curb current imbalances of power over the airwaves.

Cowan, Geoffry, See No Evil--The Backstage Battle Over Sex and Violence on Television, Simon and Schuster, 1979.

Explores the failure of the "Family Hour" as ordered by the National Association of Broadcasters, pressed for by the Federal Communications Commission, and supported by several television executives. Examines the pressure brought to bear by members of Congress on the Federal Communication Commission, who then pressured the networks. Follows the issue through the Federal District Court ruling against the restraints imposed by the Family Hour and against the Federal Communication Commission for violating the First Amendment by threatening governmental action.

Deutsch, Ronald M., The New Nuts Among the Berries, Bull, 1977. (Annotated under FOOD AND NUTRITION.)

Gans, Herbert, Deciding What's News: A Study of CBS Evening News, NBC Nightly News, Newsweek, and Time, Pantheon Press, 1978.

Describes what is reported in the news, why it is reported, and some alternative ways of reporting it. Offers insights into how national news organizations work. Presented in a somewhat dry, sociological fashion.

Golden, Rose K., The Show and Tell Machine: How Television Works and Works You Over, Dial Press, 1977.

Attacks commercial television as a dangerous and hypnotic instrument in the hands of corporate executives who "deliver us to advertisers." Couched in polemic, intends to shock and to inflame passions. Aims also at informing consumers of the deliberate, calculated, and systematic mentality which pervades the advertiser-media relationship. As a consciousness-raising endeavor, offers few concrete consumer action strategies.

Halberstam, David, The Powers That Be, Knopf, 1979.

Examines four U.S. institutions which the author alleges gather, disseminate, and frequently manipulate news: The Washington Post, The Los Angeles Times, Time, Inc., and CBS. Discusses the histories of the four institutions over the past few decades, their rises from parochialism and mediocrity to large, powerful and far-reaching media forms. Raises questions about the mergers, alignments, and general corporate policies successfully completed by the companies, and how corporate acquisitions may conflict with responsible media operations.

Key, Wilson Bryan, Media Sexploitation, Prentice-Hall, 1976.

Expansion of the earlier classic, Subliminal Seduction (1973). Discusses, with examples, media's uses of subliminal techniques to manipulate preferences of unsuspecting consumers.

Mankiewicz, Frank and Joel Swerdlow, Remote Control: Television and the Manipulation of American Life, Times Books, 1978.

Argues that television controls our opinions, dictates how we think, teaches us how to view the world around us, and dupes us into believing all problems are quickly and easily solved. Accuses television of primarily depicting events and scenes which appeal to baser instincts or which purposely categorize behavior (e.g., women's roles). Proposes loosening government regulations to permit alternative television systems (e.g., cable TV).

Preston, Ivan L., The Great American Blow Up: Puffery in Advertising and Selling, University of Wisconsin Press, 1975.

Examines the use of exaggeration and other forms of puffery in advertising. Indicts the advertising industry of exploiting consumer gullibility and of using techniques which provide no useful information for prospective buyers.

Simons, Howard, and Joseph A. Califano, Jr. (eds.), The Media and Business, Vintage, 1979.

Essentially a transcript of a late-1977 conference of business persons, journalists, lawyers, and others. Participants remain anonymous throughout except for professional title and order in the discussion (e.g., first lawyer, second business person, first editor). Reveals the basic schism between media representative and business: interpretations and purposes of "truth" differ for the two groups of professionals.

Whiteside, Thomas, Selling Death: Cigarette Advertising and Public Health, Liveright, 1971.

Exposes Madison Avenue's mass merchandising of cigarettes in America, and condemns the entire cigarette industry for ignoring the public interest.

SPECIAL CONSUMER PROBLEMS

Andreasen, Alan R., The Disadvantaged Consumer, Free Press, 1975.

Argues that urban disadvantaged consumers have benefitted little from the organized consumer protection movement. Discusses why this has happened and suggests possible solutions.

Bruck, Lilly, Access: The Guide to a Better Life for Disabled Americans, Random House, 1978.

Explains concisely and clearly the existing legal rights of disabled individuals. Offers information on strategies for disabled Americans to apply in claiming rights that should be available. Contains a considerable amount of information on various money management topics (e.g., housing, taxes, health care) as these pertain specifically to the disabled. Useful to both the disabled themselves and to families of the disabled.

Caplovitz, David, Consumers in Trouble: A Study of Debtors in Default, Free Press, 1974.

Examines causes and consequences of credit overextension. Profiles debtors in default.

Pulvino, Charles J., and James L. Lee, Financial Counseling: Interviewing Skills, Kendall/Hunt, 1979.

Essentially a financial counselor's handbook. Contains elementary counseling theory along with cases in which counseling techniques and strategies have been applied. Although oriented specifically toward credit union financial/credit counselors, the content and approach can be useful to financial counselors in general.

Smith, Robert Ellis, Privacy: How to Protect What's Left Of It, Anchor Press/Doubleday, 1979.

Examines assaults by government and private industry (e.g., credit bureaus, Equifax, Inc.) on privacy through the use of data banks containing information on ordinary citizens. Offers numerous examples of outdated

and/or erroneous information used by creditors, insurance companies, and government agencies against unsuspecting persons. Offers tips and advice on how to make current laws protect oneself.

Waddell, Fred E. (ed.), The Elderly Consumer, Antioch College, 1976.

Contains a variety of articles on consumer problems experienced by older Americans, ranging from research-based to purely descriptive works.

Whiteside, Thomas, Computer Capers: Tales of Electronic Thievery, Embezzlement, and Fraud, Thomas Y. Crowell, 1978. (Annotated under THE MARKETPLACE.)

GOVERNMENT AND CONSUMER PROTECTION

Ames, Mary E., Outcome Uncertain: Science and the Political Process, Communications Press, 1978.

Reviews four case histories of political decision-making and technology interaction: the attempted ban on saccharin, the SST, the North Anna (Virginia) nuclear power plant, and research using DNA recombination. Traces the government-technology partnership back beyond the development of the atomic bomb. Concludes that public reaction to policies has heightened government's responsiveness to public concerns.

Andreasen, Alan R., The Disadvantaged Consumer, Free Press, 1975. (Annotated under SPECIAL CONSUMER PROBLEMS.)

Brandon, Robert M., Jonathan Rowe and Thomas H. Stanton, Tax Politics: How They Make You Pay and What You Can Do About It, Pantheon Books, 1976. (Annotated under TAXES.)

Brown, Susan, et al., The Incredible Bread Machine, Ward Ritchie Press, 1975. (Annotated under THE MARKETPLACE.)

Commoner, Barry, The Politics of Energy, Knopf, 1979. (Annotated under ENERGY.)

Cowan, Geoffry, See No Evil--The Backstage Battle Over Sex and Violence on Television, Simon and Schuster, 1979. (Annotated under MEDIA AND ADVERTISING.)

Feldman, Laurence, P., Consumer Protection: Problems and Prospects, West, 1980.

Examines the structures and processes of Federal, State, Local, and voluntary consumer protection agencies and institutions within the framework of a basic buyer-seller duel.

Green, Mark J. (ed.), The Monopoly Makers, Grossman, 1973.

Includes a collection of essays on how various regulatory agencies, government regulations, and other anticompetitive forces create monopoly markets in America.

Green, Mark J., The Other Government, W.W. Norton, 1978.

Updates and amplifies the hardcover edition by the same title, Indicts lawyers who appear before Federal regulatory agencies and plead cases on behalf of products proven to be bad, defective, or dangerous. Includes comments by Nader pertaining to the issue. Offers a perspective on members of the legal profession just "doing their jobs."

Green, Mark J., Beverly C. Moore, Jr., and Bruce Wasserstein, The Closed Enterprise System, Grossman, 1972.

Includes detailed anecdotal accounts of the Federal government's ineffectiveness in antitrust enforcement.

Malek, Frederick V., Washington's Hidden Tragedy: The Failure to Make Government Work, Free Press, 1978.

Reveals how demands by special interest groups, publicity-seeking individuals, power centers within Congress, and public relations influence Federal policy-making. Argues that much of Federal policy stems from reactions to crises (e.g., the bureaucratic tangle created in and by the Department of Energy). Suggests some reforms involving restructuring of power and reorganization of existing agencies.

Margolius, Sidney, The Great American Food Hoax, Dell, 1972. (Annotated under FOOD AND NUTRITION.)

Mintz, Morton and Jerry S. Cohen, Power, Inc.: Public and Private Rules and How to Make Them Accountable, Viking/Penguin, 1976. (Annotated under THE MARKETPLACE.)

Murray, Barbara, Consumerism: The Eternal Triangle, Business, Government, and Consumers, Goodyear, 1973. (Annotated under READINGS.)

Nadel, Mark, The Politics of Consumer Protection, Bobbs-Merrill, 1971.

Analyzes "the formation of consumer protection policy in the federal government." Argues for the necessity of supportive public opinion in effective policy formation.

Ornstein, Norman J., and Shirley Elder, Interest Groups, Lobbying, and Policymaking, Congressional Quarterly Press, 1978.

Examines the role of interest groups and lobbying in Congress. Presents three case studies: the Clean Air Act Amendments, B-1 Bomber funding, and the Common Site Labor bill. Calls for increased, more effective grassroots public participation in federal policy-making.

Schrag, Phillip G., Counsel for the Deceived: Case Studies in Consumer Fraud, Pantheon, 1972. (Annotated under CONSUMERISM AND GENERAL CONSUMER INFORMATION.)

Seidel, Stephen R., Housing Costs and Governmental Regulations: Confronting the Regulatory Maze, Center for Urban Policy Research, 1978. (Annotated under HOUSING.)

Stern, Philip M., The Rape of the Taxpayer, Random House, 1973. (Annotated under TAXES.)

Walsh, Annmarie Hauck, The Public's Business: The Politics and Practices of Government Corporations, MIT Press, 1978.

Examines "politics and practices" of public corporations (e.g., utilities) primarily at the state and local levels. Provides a historical overview of their legal basis, discusses their financial support, and raises problems of control and policy. Offers suggestions for change.

Weisbrod, Burton, Joel F. Handler, and Neil K. Komesan (eds.), Public Interest Law: An Economic and Institutional Analysis, University of California Press, 1978.

Collection of chapters written by economists, sociologists, and lawyers. Discusses the meaning of "public interest" the behavior of public interest lawyers, and strategies they have used (e.g., litigation, lobbying). Treats consumerism as a special case of public interest law. Takes a somewhat scholarly approach to the subject.

READINGS

Aaker, David A., and George S. Day (eds.), Consumerism: Search for the Consumer Interest, (3rd edition), Free Press, 1979.

Contains over forty articles covering a wide range of consumer topics, from a historical background of the consumer movement to safety and liability issues. Includes corporate and governmental responses to consumerism. Organizes articles around phases of the purchase process: the prepurchase phase, the purchase transaction, and the postpurchase experience.

Editors of Ramparts with Frank Browning (eds.), In the Marketplace: Consumerism in America, Canfield Press, 1972.

Includes fifteen articles and book excerpts "designed to explore the structure of the economic system which breeds consumer rot." Organized around three areas: products in the marketplace, provision of public services, and mass media. The first "modern" collection of liberal consumerism readings.

Kelley, William T. (ed.), New Consumerism: Selected Readings, Grid, 1973.

Collection of readings on various consumer topics from papers, monographs, articles, and journals. Includes both consumer and business perspectives of the consumer movement.

Lerza, Catherine and Michael Jacobson (eds.), Food For People, Not For Profit, Ballantine Books, 1975. (Annotated under FOOD AND NUTRITION.)

Murray, Barbara (ed), Consumerism: The Eternal Triangle, Business, Government and Consumers, Goodyear, 1973.

Includes numerous articles building a scenario for the consumer movement, Focuses on roles of business, government, and consumer leaders, and considers how these interact.

Nader, Laura and Harry F. Todd, Jr. (eds.), The Disputing Process: Law in Ten Societies, Columbia University Press, New York, 1978. (Annotated under LAW, LEGAL.)

Nader, Ralph (ed.), The Consumer and Corporate Accountability, Harcourt, Brace, Jovanovich, 1973.

Contains articles which contend that the modern corporation operates as a sub-governmental body running loose and harming consumers. Suggests several specific reforms.

Taylor, Jack L, Jr. and Arch W. Troelstrup (eds.), The Consumer in American Society: Additional Dimensions, McGraw-Hill, 1974.

Selection of published articles on a variety of consumer topics. Represents "dimensions and facets of consumer knowledge which generally fall beyond textbook parameters." Draws from journals, newspapers, and books to raise issues and to provide information on consumer concerns.

Waddell, Fred E. (ed.), The Elderly Consumer, Antioch College, 1976.
(Annotated under SPECIAL CONSUMER PROBLEMS.)

CLASSICS

Baker, Samm Sinclair, The Permissible Lie, World, 1968.

Condemns the advertising industry for putting profits before public welfare.

Bordon, Neil Hopper, Economic Effects of Advertising, Irwin, 1942.

Analyzes how promotions of goods and services affect consumers' buying behavior.

Burby, John, The Great American Motion Sickness: Or Why You Can't Get There From Here, Special Edition for Consumers' Union, 1971.

Exposes ills and evils in America's transportation systems. Proposes alternatives for addressing the problem.

Campbell, Persia, The Consumer Interest, Harper, 1949.

Discusses effects of World War I, the Depression, and World War II on American consumers; distinguishes the consumer interest from the public interest.

Caplovitz, David, The Poor Pay More, Free Press, 1967.

Graphically shows how and why poor people are victimized by sellers, particularly in urban markets.

Carson, Rachel, Silent Spring, Houghton Mifflin, 1962.

Protests the use and abuse of synthetic chemicals and pesticides, thereby "sounding the alarm" for the environmental movement among consumers.

Chase, Stuart, and Frederick J. Schlink, Your Money's Worth, Macmillan, 1927.

Exposes deceptive selling tactics in advertising that are used to influence consumers, and suggests ways to combat the problem.

Coles, Jessie V., Standards and Labels for Consumers' Goods, Ronald, 1949.

Presents who did what and when in the standards and labeling movement, the primary focus of the earlier consumer movement.

de Forest Lamb, Ruth, American Chamber of Horrors: The Truth About Food and Drugs, Farrar-Rinehart, 1936.

Documents the "horrors" of food and drug production and use in the United States through both narrative and photographs.

Fletcher, F. Marion, Market Restraints in the Retail Drug Industry, University of Pennsylvania Press, 1967.

Examines how governmental regulations, activities of small companies, and pharmacists obstruct competition in the sale of drugs.

Galbraith, John Kenneth, The Affluent Society, Houghton Mifflin, 1958.

Discusses problems of a materially opulent society and argues for the development of new economic structures. The first popularly accepted "Galbraith philosophy."

Grayson, Melvin J. and Thomas R. Shepard, Jr., The Disaster Lobby: Prophets of Ecological Doom and Other Absurdities, Follett, 1970.

Intends to expose "doomsday-oriented self-appointed saviors" who have generated a "coast-to-coast outbreak of galloping myopia." Points out the harm caused by consumer and environmental groups.

Green, Mark J., James M. Fallows, and David R. Zwick, Who Runs Congress? Bantam, 1972.

Describes how Congress has abdicated its power to committee chairmen, special interest groups, and the President.

Harap, Henry, Education of the Consumer, Macmillan, 1924.

Evaluates consumption habits of Americans and how to improve them. The first "textbook" in consumer education.

Kallet, Arthur, and Frederick J. Schlink, 100,000,000 Guinea Pigs, Vanguard, 1933.

Documents how American consumers serve as subjects for "experiments" by food and drug producers.

Katona, George, The Powerful Consumer, McGraw-Hill, 1960.

Provides a well-researched theory of consumer psychology and consumer behavior. A good overview of and introduction to Katona's "behavioral economics."

Kotz, Nick, Let Them Eat Promises: The Politics of Hunger in America, Prentice-Hall, 1969.

Reveals how deliberate decisions and mismanagement by governmental officials result in widespread hunger and malnutrition in the United States.

Magnuson, Warren G. and Jean Carper, The Dark Side of the Marketplace, Prentice-Hall, 1968.

Investigates and reports on many areas in which consumers are exploited in seller-buyer transactions.

Mitchell, Wesley, The Backward Art of Spending Money, McGraw-Hill, 1937.

Collection of essays on consumer behavior and some of the problems associated with that behavior.

Mitford, Jessica, The American Way of Death, Fawcett Publications, 1963.

Exposes the funeral industry's foisting unneeded and undesired services and paraphernalia upon grieving families and individuals.

Packard, Vance, The Hidden Persuaders, David McKay, 1957.

Analyzes the power of advertising and promotion as hidden inducements for consumers to behave in specific ways.

Packard, Vance, The Waste Makers, David McKay, 1960.

Attacks planned obsolescence by producers of consumer goods.

Peterson, Mary Bennett, The Regulated Consumer, Nash, 1971.

Focuses on seven Federal regulatory agencies in questioning whether current regulations pose threats to consumers' freedoms instead of providing protections.

Schlink, Frederick J., Eat, Drink, and Be Wary, Covici Friede, 1935.

Points out adulteration in foods and the negligence of producers.

Sinclair, Upton Beall, The Jungle, Doubleday, 1906.

A pro-socialism book with one alarming section which exposes the meat processing industry's disregard for consumers' welfare.

Sorenson, Helen Laura, The Consumer Movement, Harper, 1941.

Outlines the history of the consumer movement up to and as perceived from that point in time.

Straus, Nathan, Two-Thirds of a Nation, Knopf, 1952.

Reveals the desperate need for better housing by many Americans.

Sturdivant, Frederick D. (ed.), The Ghetto Marketplace, Free Press, 1969.

Contains a collection of graphically descriptive articles on the ghetto primarily from a marketing perspective.

Veblen, Thorstein, The Theory of the Leisure Class, Macmillan, 1899.

A classic critique of consumer behavior--of tastes, attitudes, and values as manifest in purchasing decisions. Coins the phrase "conspicuous consumption."

Waite, W.C. and Cassady, R., Jr., The Consumer and the Economic Order, McGraw-Hill, 1st edition, 1939; 2nd edition, 1949.

Written by two institutional economists who look at consumers and their problems in a democratic capitalistic system.

FEEDBACK!!!!

As one would imagine, it is practically impossible to include all the good books on this subject. We have attempted to discriminate but would welcome your thoughts about books to be added or deleted. Please drop a line to the authors as we would welcome your thoughts and additions. Send your comments to: 218 Wallace Hall, Virginia Polytechnic Institute and State University, Blacksburg, Virginia 24061.

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