

Business

Consumer Decision Making & Buying

Each day students make many decisions as consumers. Whether these decisions are good or bad, the outcome will affect society. This Microsoft® PowerPoint® presentation will determine the cultural, economic, societal and environmental influences on consumer decision making. The skills learned in decision making and the knowledge affecting choices when buying will be a valuable resource.
CEV70057 \$69.00

Technology Implications: Consumer & Family

This presentation helps students describe the many uses of technology and determine technological impacts on marketing strategies and consumer fraud. The presentation creates class reflection and discussion by providing summaries about technological uses in communication and information access. The students also will determine the impact of banking technology on the individual and family.
CEV70010 \$74.00



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