

CHAPTER 1

CORE

Consumer choice

Congratulations! You are about to begin the exciting subject called 'Commerce'. Commerce is not a totally new subject to you. In one sense you have been practising Commerce ever since you made your first purchase many years ago. That simple transaction launched you on life's journey as a consumer and as an important part of the commercial world.

Commerce examines how people earn their income, how they spend their money and how and what goods and services are produced. It also investigates the ways in which governments and the law influence people's commercial behaviour.

Undertaking this Commerce course will give you a better understanding of how to make wise commercial decisions.

Focus

On completion of this chapter, you will have learned how to identify, research and evaluate options when making decisions related to solving the problems and issues that confront consumers.



New Concepts In Commerce 2nd Edition

Terry C. Jones



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