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things, such as a can of peas; it also embraces the study of how having (or not having) things affects our lives and how our possessions influence the way we feel about ourselves and about each other—our state of being. I developed the models of consumer behavior that appear at the beginning of text ...

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Q. Find, and share an example of consumer fraud, a consumer scam, or a company whose customers data was stolen, (data breach.) Describe what happened. What do you feel companies need to do more of to protect the consumer?

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