



# **Scammed: How to Save Your Money and Find Better Service in a World of Schemes, Swindles, and Shady Deals**

*Christopher Elliott*

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**A leading consumer advocate reveals how to protect your money, time, and integrity from corrupt businesses**

Once upon a time store prices were simple and fair, businesses stood behind their products with guarantees free of fine print and loopholes, and companies genuinely seemed to care about their valued customers—but those days are long gone. In this groundbreaking exposé, consumer advocate Christopher Elliot reveals the broken relationship between American consumers and businesses and explains how companies came to believe that fooling their customers was a viable, and profitable, business plan.

*Scammed* explores how companies control information to mislead, distort the truth, and even outright lie to their consumers.

- Exposes the various ways companies have led their war against information—from seductive ads, disingenuous fine print, and unconventional promotions that involve seeding discussion forums and blogs with company-friendly comments
- Offers consumers insider knowledge of the system, reasonable expectations, and a clear understanding of the games businesses play
- Christopher Elliott is one of the nation's foremost consumer advocates

Protect yourself, your time, and your money from the predators of the consumer world. Armed with knowledge, readers will become far more discerning and every business's worst nightmare.

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