

A **FRAME YOUR IDEAS** Read four examples of shopping behavior and rate them.

READ
ABOUT

FOUR SHOPPING MISTAKES.

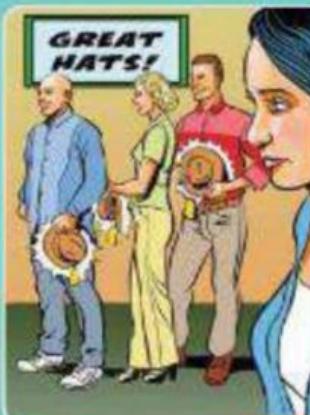
Number the mistakes in order of seriousness, from 1 to 4, with 4 being the most serious.



When I'm feeling blue, it cheers me up to go shopping and splurge on a few luxury items.



I may have gone a little overboard this time. But I just can't pass up a good sale, even if I don't need anything at the moment.



Everyone's buying it, so it must be terrific. I guess I'll buy it, too.



When I see a famous person I respect endorsing a product, then I know it's good.