

Say Hello to the Good Buy

Introduction

Who are the consumers that this book is all about? The answer is easy! Just about everyone. A *consumer* is someone who buys (or uses) goods or services. Records, food, and clothing are examples of goods we buy. Doctors, janitors, and hair stylists are examples of people who sell their services.



_____ coaching football

_____ typing

_____ hair dryer

_____ mowing lawns

_____ roller skates



Think

1. Put a G beside the goods and an S beside the services.

_____ house painting

_____ used car

_____ headphones

_____ tacos

There are wide variety of goods and services on the market. Almost daily we buy one or the other. When you buy, do you get the

- safest appliance
- freshest food
- best car
- cheapest cost
- right item or service?

In other words, do you get "the good buy"? Most people try. Some people do, and it's not by chance. It's knowing how to be a wise consumer. If you're interested, "say hello" (in the following chapters) "to the good buy."