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How to Avoid Getting Tricked as a Consumer

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A graphic novel about how to avoid consumer traps!

At a flea market, four children question their habits as consumers. Mr. Discount, who has run the market since forever, will help them learn about the ways brands try to trick consumers into constantly buying products they don't need.

Readers will discover why fashion is an excuse to consume, why prices always end in "9," why gaming apps encourage you to spend money, what the terms "greenwashing" and "gender marketing" mean, how to see past the mystique of sales and other misleading promotions, and more! Over twenty traps in total are covered, with just as many useful tips to help children ask the right questions before making a purchase.

Rights Sold: Spanish, Catalan, Simplified Chinese, Italian, Korean