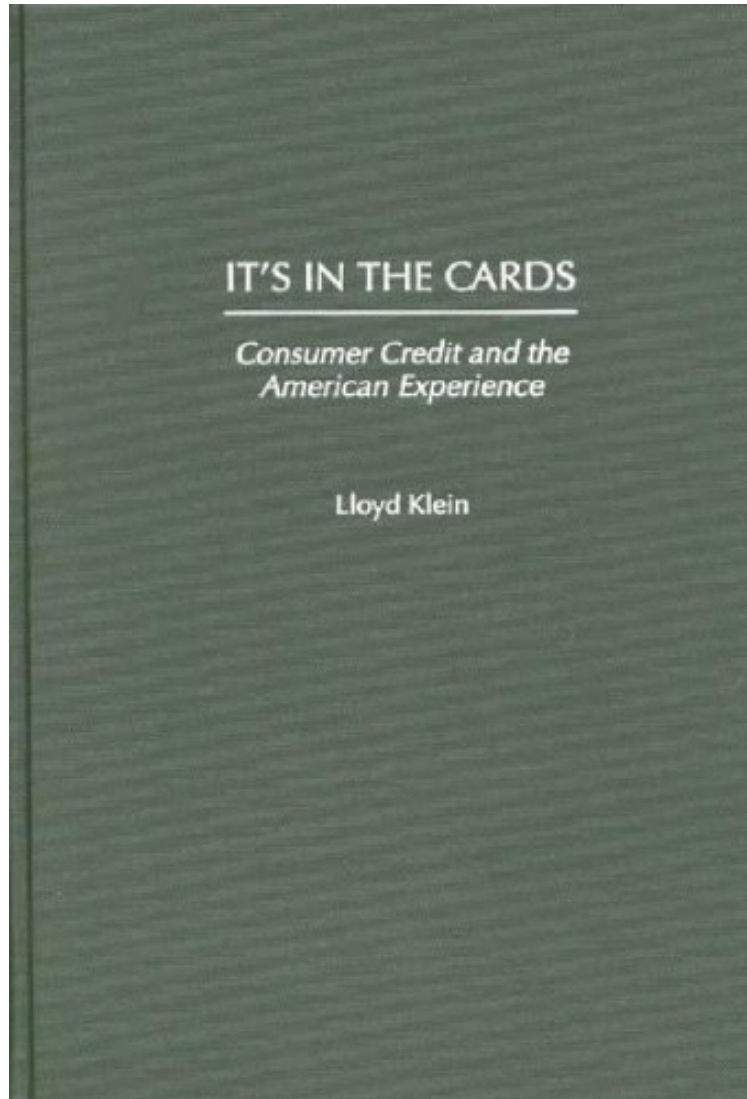


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It's in the Cards: Consumer Credit and the American Experience

Lloyd Klein

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Lloyd Klein : It's in the Cards: Consumer Credit and the American Experience before purchasing it in order to gauge whether or not it would be worth my time, and all praised It's in the Cards: Consumer Credit and the American Experience:

This is the first comprehensive account of the development of consumer credit. Consumer credit is a vital force driving the development of our economic system. Rather than look at consumer credit solely as an economic phenomenon, Klein examines the social impact of the consumer credit industry within the framework of economic and cultural

change. His analysis offers a concise examination of the industry from the perspective of marketing, the creating of material and experiential products, and the product distribution mechanisms. The discussion of changes within the bankruptcy structure accounts for the creation of overzealous consumer spending and the implementation of controls over individual consumer credit. This will be of interest to scholars or students concentrating in economic sociology, stratification, and cultural studies.