

Chapter 22 Making Consumer Decisions

If you shop wisely, you can find the best bargains at outlet malls.

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Standards and credibility have helped the second-hand golf club market grow.

Caroline Stetler. "[Let's make a deal: before you make that set of irons part of a tag sale, consider using them as a trade-in.](#)" Golf Digest. May 2005. FindArticles.com. Accessed November 13, 2006.

A computer company opens retail stores that support its brand message.

Associated Press. "[Apple's retail strategy pays off.](#)" MSNBC.com.

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