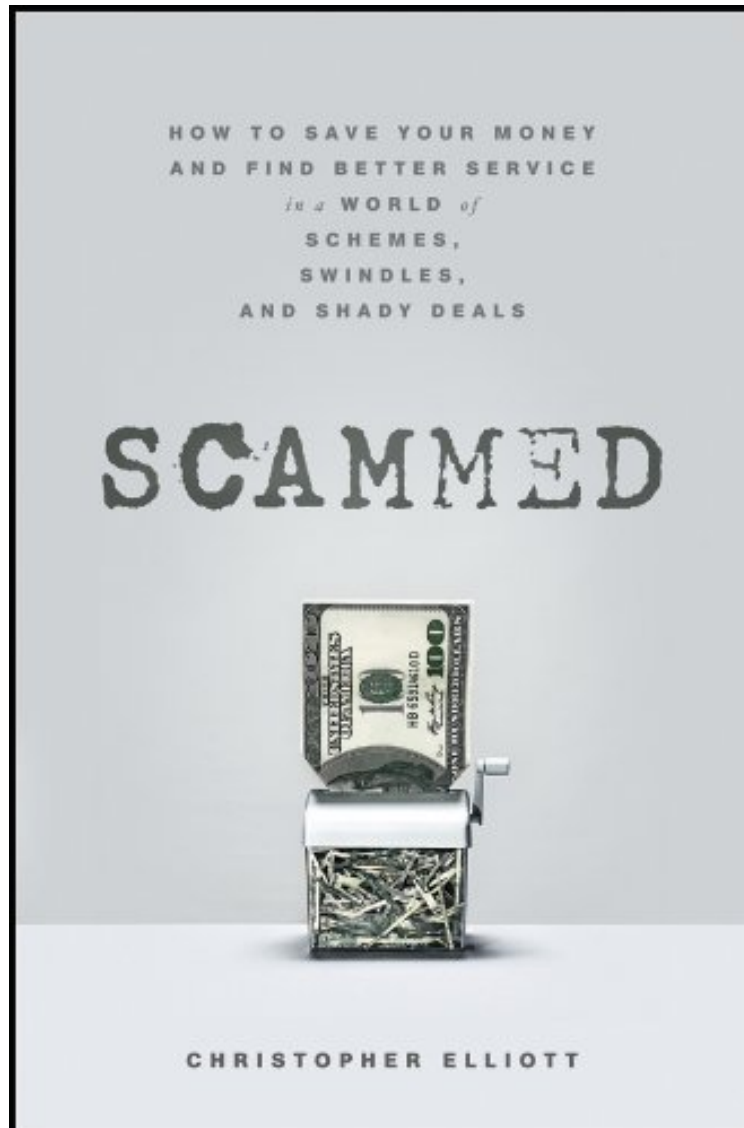


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Scammed: How to Save Your Money and Find Better Service in a World of Schemes, Swindles, and Shady Deals

Christopher Elliott

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Christopher Elliott : Scammed: How to Save Your Money and Find Better Service in a World of Schemes, Swindles, and Shady Deals before purchasing it in order to gauge whether or not it would be worth my time, and all praised Scammed: How to Save Your Money and Find Better Service in a World of Schemes, Swindles, and Shady Deals:

19 of 20 people found the following review helpful. Scammed, the perfect book for consumers, travelers, marketers

and CEOs
By Chi Tech Guy
I first came across Christopher's writings on CNN, I found them interesting, and started following his blog. I became even more of a fan when I emailed him for assistance with a problem and surprisingly got not only a response but a fast response. When his book came out, I had a feeling it was going to be pretty good. I was expecting some more stories about other consumers that got scammed, however this book talks more about how to be a smart consumer, gives some interesting statistics, and also covers some of Christopher's own experiences as well as his background, which was a nice fill in, if your familiar with his work. This is the kind of book, that you can read chapter after chapter without wanting to put it down. Its packed with consumer advise, tricks corporations and businesses will try to pull, as well as a number of humorous points. In the book you will learn the do's and don'ts when you want your complaint resolved, and Christopher tells this in a unique way, in which even the experienced consumer will like. As a business owner with strong customer service values I really enjoyed and highly recommend this book.
9 of 10 people found the following review helpful. Good, not great
By Charles
I regularly read Chris Elliott's blogs at [...] and posts to Frommers. Those posts are usually discussions about specific cases of customer service problems and occasionally scams. This book contains much more discussion about how modern marketing works and how big companies and scam artists alike manipulate us to give them our money. While it was interesting material, I found it a bit dry and wished for more concrete examples. As a previous reviewer said, "three stars for the book, plus one for the website." I am content that this purchase helped support Chris's other work.
0 of 0 people found the following review helpful. Chris Elliot is the foremost authority on the Customer Service Industry
By D.Korb
I have followed Chris and his column the Travel Troubleshooter for years when I was on the road for work. Every day I would come into contact with customer service whether through hotels, airlines, rental car agencies, or buying products online for the business. I am a fan of Chris and his site but this book really changed my perspective and made me a better consumer. I know what to look for even more in a company I am about to do business with and want to know which companies really take accountability for their actions. There is so much information out there and having a voice for the consumer makes a huge difference. It's your money you are spending, why shouldn't companies respect that as much as you do.

A leading consumer advocate reveals how to protect your money, time, and integrity from corrupt businesses
Once upon a time store prices were simple and fair, businesses stood behind their products with guarantees free of fine print and loopholes, and companies genuinely seemed to care about their valued customers—but those days are long gone. In this groundbreaking expose, consumer advocate Christopher Elliott reveals the broken relationship between American consumers and businesses and explains how companies came to believe that fooling their customers was a viable, and profitable, business plan. Scammed explores how companies control information to mislead, distort the truth, and even outright lie to their consumers. Exposes the various ways companies have led their war against information—from seductive ads, disingenuous fine print, and unconventional promotions that involve seeding discussion forums and blogs with company-friendly comments Offers consumers insider knowledge of the system, reasonable expectations, and a clear understanding of the games businesses play
Christopher Elliott is one of the nation's foremost consumer advocates Protect yourself, your time, and your money from the predators of the consumer world. Armed with knowledge, readers will become far more discerning and every business's worst nightmare.

From the Inside Flap
Maybe not. As longtime journalist and customer advocate Christopher Elliott reveals in Scammed, sometimes today's con-jobs arrive via poorly spelled spam or fast-talking hustlers, and sometimes they come from well-dressed MBAs, intricate legal contracts, or management-approved corporate policies. Scammed shows how many businesses manipulate and mislead in order to not give you what you paid them for. You'll discover how you can protect yourself from this unfair behavior. If you feel doomed to suffer hidden fees, escape clauses, and shoddy products, Scammed gives you the tools to fight back, make yourself heard, and have your complaints resolved on the double. Learn the latest techniques businesses use to give you a bad deal, as well as their most effective countermeasures. Scammed pulls back the curtain on: How companies shape online perception, including "reputation management," "sock puppet" reviews, content mills, and "black-hat" search engine techniques Typical hidden clauses in end-user software licenses, credit card contracts, and other customer agreements The behavioral science behind sophisticated customer manipulation, and how to recognize and correct for it How to find good, fair-dealing companies and guard against bad ones Real-life stories of customers successfully fighting bad deals, and how they did it Effective techniques for communicating with companies and accelerating their response to your problem And more
From the Back Cover
Praise for Scammed "Christopher Elliott is every consumer's best friend. I count on Chris to be the first place I turn to when looking for the latest gotchas. Not only is he smart and easy to read, but more importantly, his passion for saving people money and fighting for fair play come across in every paragraph."
—Bob Sullivan, author of Gotcha Capitalism "Scammed is a book that immediately grabbed my attention and never let go. It's eye-opening and incredibly relevant to how we live today. Read this book in one sitting because it's information that you need now!"
—Joe Calloway, author of Becoming a Category of One "Christopher Elliott's deep-seated concern is for the consumer. He stands up and says what needs to be said."
—Richard Laermer,

coauthor of *Punk Marketing* "Christopher Elliott has written a groundbreaking expose about the dysfunctional relationship between American businesses and consumers. Not only does he describe who's responsible for this mess; he succinctly explains how to fix the problem." —Gil Garcetti, former Los Angeles County District Attorney "With another scam around every corner; some a lot sneakier than others; *Scammed* is a great handbook to understanding the threats we all face as consumers. Knowledge is our power." —Mitch Lipka, consumer columnist, *The Boston Globe* and editor of *TheConsumerChronicle.com* Most of us wouldn't buy that bridge in Brooklyn that some guy wants to sell us. We wouldn't wire money to people who send us an email that promises to shower us with millions once they save a Nigerian diplomat. Used car salespersons? Not our friends. We're savvy customers who can spot a fast one, right? Shady dealers expect you to resign yourself to getting burned. Restore your power as a customer, make better choices, demand what you pay for, and hold onto your money with Christopher Elliott's winning advice. Don't get scammed; get *Scammed*, and get wise! About the Author Christopher Elliott is one of the nation's foremost consumer advocates. In his nearly two decades of fighting for consumers, he's proven himself as a fearless, fair, and effective mediator, going toe-to-toe with large corporations, litigious business owners, and government agencies.