



BERRETT-KOEHLER PUBLISHERS

235 Montgomery Street, Suite 650
San Francisco, CA 94104-2916
Fax 415.362.2512
www.bkconnection.com

Ken Lupoff, Senior Publicity Manager
Phone: 415.743.6469 Email: klupoff@bkpub.com
Tiffany Lee, Publicity Assistant
Phone: 415.743.6477 Email: tlee@bkpub.com

For Immediate Release

Michael Finney's Consumer Confidential

The Money-Saving Secrets They Don't Want You to Know

By ABC's Emmy Award-Winning Consumer Reporter

In *Michael Finney's Consumer Confidential: The Money-Saving Secrets They Don't Want You to Know*, consumers are given an inside look at how the marketplace really works. With lessons drawn from Finney's 25 years of experience as a consumer reporter, this book gives readers the inside scoop on how to get the best deal every time they spend money—whether they're buying a car, furniture, health insurance, plane tickets, hotel rooms or just about any other product or service. Finney explains how to:

- Get a good deal every time you spend money
- Complain and get results
- Save and invest wisely

Michael Finney has answered thousands of consumer questions on his television and radio talk shows and in newspaper columns. The most common question he is asked is "Do you get what you pay for?" His answer? You get what you *ask* for. If you are trying to show off to impress friends or strangers, rest assured, you will overpay. If you are trying to be the cheapest human being alive, you'll surely get a similar item—but not the real thing—less expensively.

Being a good consumer is not about money, it's about awareness and fairness. A good consumer is aware of his or her surroundings, legally and emotionally. Good consumers are concerned about what is fair, for others as well as themselves.

Far too many people equate consumerism with money. Certainly money and consumerism run a parallel course, but they are not one and the same. Money is a means to an end, and the end result you are looking for should be a fair deal for everyone involved in the transaction. Consumerism is a lifestyle choice that puts personal worth above personal wealth. Being a good consumer means going after what is fair to you and for others.

Michael Finney's Consumer Confidential is an easy-to-read "romp" through consumer affairs that includes dozens of firsthand real-life stories about the author and the consumers he has helped over the years. After reading this book, consumers will know all about the ways of the marketplace, both good and bad.

More...

*“This book will be enlightening to the average Joe. Knowledge is power and Michael Finney’s advice packs some high voltage for consumers. **Michael Finney’s Consumer Confidential** is full of slick real life stories and even slicker courses of action for many situations the average consumer runs into everyday. Above all I love the premise... Consumerism = Fairness. This book is a how-to in not getting ripped off and not ripping others off in the process.”*

—Greg Hunter, Consumer Correspondent, Good Morning America/ABC News

*“If Michael Finney were a doctor, I would feel threatened. He has the rare ability to get to the heart of the matter, then explaining it in easy-to-understand terms empowering consumers. Reading **Michael Finney's Consumer Confidential** is like going in for a painless consumer check-up. Read this book and you'll never be taken advantage of again, it will save you time and money—real time, hundreds of hours and real money, thousands of dollars.”*

—Dr. Dean Edell, Radio Talk Show Host, author of *Life, Liberty and The Pursuit of Healthiness*

MICHAEL FINNEY has been Northern California’s consumer watchdog for well over a decade, heading up ABC’s “7 On Your Side” consumer unit. His consumer reporting has received many prestigious awards, including honors from The National Academy of Television Arts and Sciences (the Emmy), the Radio Television News Directors Association and the Associated Press. Community groups such as Consumer Action, The Foundation for Taxpayer and Consumer Rights and The National Association of Consumer Advocates have also honored his work.

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