

## Unit 8

# *Buying Goods and Services*

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## Real-World Business and Career Profile

Preview

**New Leaf Paper** makes environmentally friendly recycled paper that is 100 percent post-consumer, processed, and chlorine-free paper. At the end of this unit, you will learn about New Leaf Paper co-founder Jeff Mendelsohn and how he achieved his success.

**Decision Making** Do you think it is important to buy goods and services that do not harm the environment?



## Unit 8 Thematic Project Preview

### **How the Consumer Movement Affects Business**

After completing this unit, you will research to find how the consumer movement affects business and your life and career.

**Project Checklist** As you read the chapters in this unit, use this checklist to prepare for the unit project.

- ✓ Think about what the consumer movement is, and how the consumer movement affects the way business is conducted.
- ✓ Think about how the Internet has given voice to the consumer movement.
- ✓ Consider how the consumer movement affects you as a consumer.
- ✓ Consider how the consumer movement could affect your future job and career.