

Cheap?

"Leads us to question our pursuit of unbridled consumer choice"
European Foundation for Management Development



David Bosshart

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In most developed countries, in almost every trade sector, prices have decreased considerably over the last few years – in some cases by more than 20 per cent. The choice of products on offer is immense, and customers are inundated with a vast range of goods costing very little money. In this powerful account of society's greedy over-consumption, David Bosshart paints a bleak picture of our increasing obsession with cheap goods. He exposes the darker side of some of our favorite organizations such as Wal-Mart, McDonald's, and Disney and reveals some substantial paradoxes in their business strategies. David Bosshart asks us to question our pursuit of unbridled consumer choice and low prices and to consider the effect this pursuit is having on the world's economies and societies.

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