

Are Consumers Being Duped by Numbers?

New book shows purchasing decisions on everything from fruit juice to financial services affected by misleading and deceptive use of numbers

Though not technically illegal, companies spend millions advertising intentionally misleading numbers that trick people into spending money unnecessarily. In today's tight economy, consumers are tired of getting ripped off and are looking for easy ways to spot the truth and make smarter spending decisions. A new book helps them do just that.

When physicist Joe Ganem started “doing the numbers” on ad claims made by companies of every imaginable stripe, he was shocked into action. He realized that if he—a university professor and numbers wiz—could be misled, the average person was in deep trouble. His latest book, *The Two Headed Quarter: How to see through deceptive numbers and save money on everything you buy*, exposes the facts behind the ads and offers and shows average consumers how to shop smarter.

Here are just a few facts numbers disguise:

- Soda pop is healthier than many fruit drinks
- 0% financing is often the most expensive way to purchase a car
- The rate of return for average stock investors does not even keep pace with inflation
- Extended warranties are almost always a waste of money
- Women can be treated “equally” and still lag behind men on pay

The Two Headed Quarter helps readers easily get more number savvy about a wide range of daily decisions: Shopping, Financial Planning, Earning and Saving, Investing, Gambling, Borrowing, Voting, Estimating, and more! A fun read, *The Two Headed Quarter* is packed with charts, tables, and worksheets that make it an invaluable reference that readers will turn to again and again.

Joseph Ganem, Ph.D., is an associate professor of physics at Loyola College in Maryland. His own consumer experiences with deceptive numbers and misleading claims began with the credit card offers that littered his desk. From there, his mathematical know-how and relentless desire for the truth have led him to scrutinize a wide array of everyday consumer offers, expose the numbers for what they are, and give guidelines and support for getting the best deal. The result is *The Two Headed Quarter*.

For more information or to schedule an interview, contact:

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