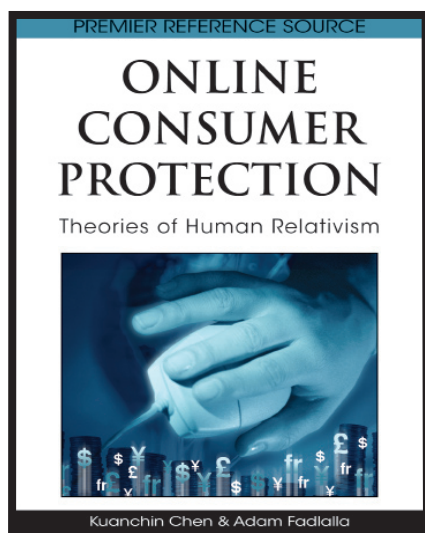


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Online Consumer Protection: Theories of Human Relativism



Edited by: Kuanchin Chen, Western Michigan University, USA and Adam Fadlalla, Cleveland State University, USA

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“This book provides a single integrated source of information on a multitude of privacy dimensions including technical, human, cultural, personal, and legal aspects.”

- Kuanchin Chen, Western Michigan University, USA

Subject:

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Human Aspects of Technology

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Technology is a double-edged sword that not only brings convenience, but also allows for easier way to collect, explore, and exchange information on or off line. Consumer concerns grow as security breaches and privacy invasions are uncovered ever more frequently, creating the necessity for online consumer protection.

Online Consumer Protection: Theories of Human Relativism presents the academic community with a broad range of international findings in online consumer protection, encapsulating years of expert online privacy research in one comprehensive resource. Designed to offer understanding in the nature of online threats, consumer concerns, and techniques for online privacy protection, this book provides essential and current information for researchers, educators, managers, and practitioners who are affected by the security issues related to consumer interaction with technology.



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