

- B) society
- C) globalization
- D) ethics
- E) sustainability

___ Consumerism ___ is an organized movement of citizens and government agencies to improve the rights and power of buyers in relation to sellers.

The right to be safe, to be informed, to be heard, and to choose freely are the major components of the consumer bill of rights.

Environmentalism is an organized movement of citizens, businesses, and government agencies to protect and improve people's living environment.

Which of the following American government agencies is responsible for enforcing laws against deceptive advertising?

- A) the Environmental Protection Agency (EPA)
- B) the Federal Trade Commission (FTC)
- C) the Food and Drug Administration (FDA)
- D) the Consumer Product Safety Commission
- E) the Interstate Commerce Commission

The consumer product safety commission, a United States regulatory agency, protects the public from potentially hazardous products.

The food and drug administration, a United States regulatory agency, enforces laws and regulations concerning foods, drugs, cosmetics and veterinary products. Marketers of pharmaceuticals must get approval from this agency before introducing products to the market.

_____ is the outcome of cultures intermingling, sharing experiences, news, and commerce.

- A) Green marketing
- B) Ethical marketing
- C) Social marketing
- D) Sustainability
- E) Globalization

Through _____, a partner firm in the foreign market buys the right to use a company's manufacturing process, patent, or brand.

- A) indirect exporting
- B) licensing
- C) contract manufacturing
- D) direct investment
- E) joint ownership