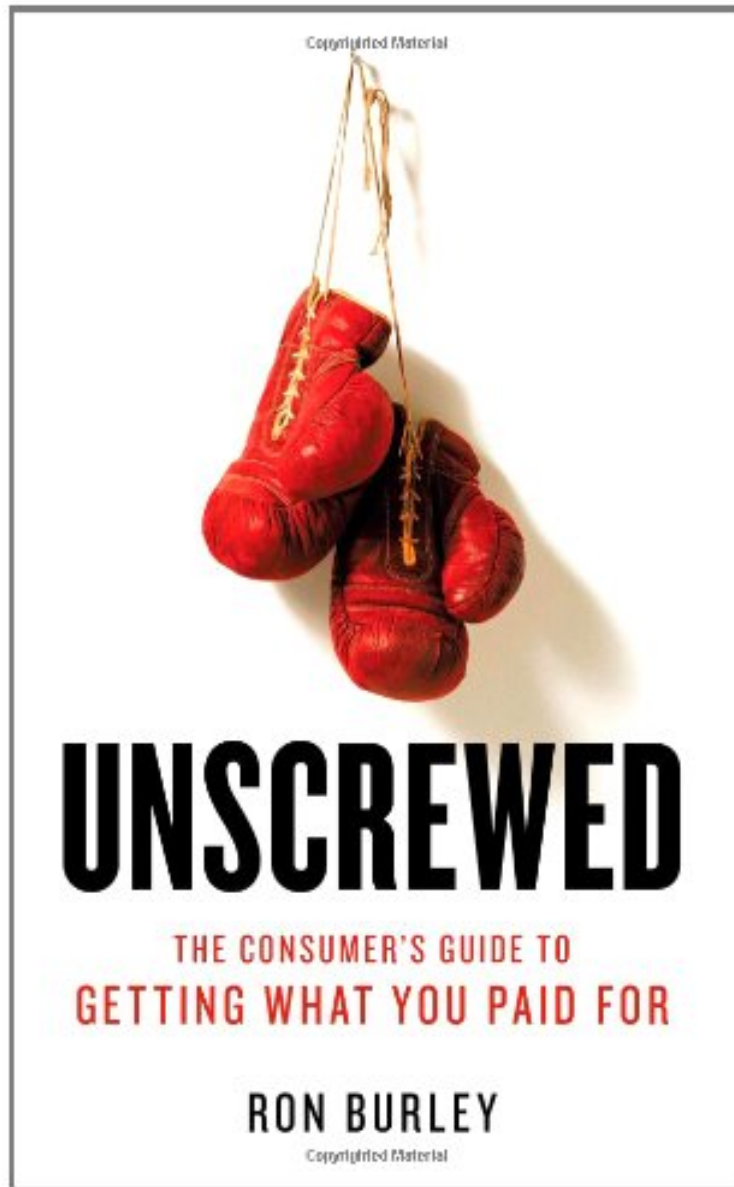


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Unscrewed: The Consumer's Guide to Getting What You Paid For

Ron Burley

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Every four seconds an unsuspecting consumer is duped by a cable company, cell phone provider, auto repair shop, or one of the numerous other businesses we use on a daily basis. As customer service departments have become automated wastelands, our ability to get satisfaction within the conventional complaint system has eroded. In UNSCREWED, consumer advocate Ron Burley offers a quick and easy five-step plan to getting what we paid for. This powerful and informative guide makes clear who to talk to, what to say, and when to walk away. It also explains why companies don't treat you fairly, and what you can do about it. How to avoid the voicemail trap. How to get customer service representatives to pay attention to you. How to keep from getting screwed in the first place. UNSCREWED features sixteen true stories about average folks who got real results, and shares a variety of creative techniques that are both legal and successful. You don't have to be pushy, loud, or aggressive to get what you deserve; you just have to read this book. Reviews: If we are sufficiently angered and motivated, now we will know what we ought to do. Miami Herald: A terrific resource. . . I was so impressed by the simplicity of the techniques that I almost yearned to have a consumer conflict. Better Investing: "[Burley's] basic strategy of thinking like the company to get your problem fixed is ingenious. If consumers approached disputes in his way, the caveat 'buyer beware' would surely be flipped on its head." USA Today: See the full USA Today review. Watch the CNN Interview.

From the Publisher: A practical guide to getting your due from unscrupulous and inaccessible companies including the government through the creative use of technology. The five techniques are completely legal and virtually guarantee success. Covers a wide range of situations to guide consumers through all types of offenses, from disputing minor scams to wrangling with corporate bureaucracy. About the Author: RON BURLEY worked as a broadcast journalist for fifteen years before launching and selling three successful small companies. A consultant and award-winning public speaker, Ron lives in Eugene, Oregon.