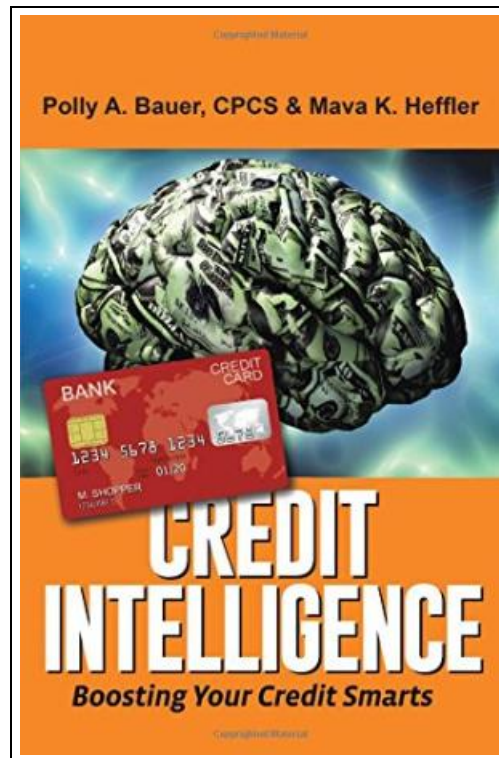


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(Matteo Torp)

CREDIT INTELLIGENCE: BOOSTING YOUR CREDIT SMARTS (PAPERBACK)



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Balboa Press, 2016. Paperback. Condition: New. Reprint. Language: English . Brand New Book ***** Print on Demand *****.Award-winning author and credit industry expert Polly A. Bauer, CPCS, and marketing expert Mava K. Heffler have been business associates in the credit card industry. They've also been best friends for over two decades who love to shop! They share their stories of lessons learned on shopping adventures with humor and insight and provide you with a roadmap to credit intelligence by sharing their shopping adventures and lessons learned about credit as Olympic level shoppers who have fallen into and pulled each other out of many of the traps and pitfalls surrounding the use of credit and the behavioral buying manipulations by retailers. They have written this book as a guide on how to boost your credit smarts and still keep the fun in shopping. This book uses straightforward language so that everyone can understand the information, and includes many personal stories and experiences. Polly and Mava take you on a guided tour through a variety of topics and provide Smart Tips for you to utilize to improve your credit smarts. Polly A. Bauer is the co-author of the award winning book *The Plastic Effect: How Urban Legends Influence the Use and Misuse of Credit Cards*, with Steven Lesavich, which won a Gold Medal in the budgeting/Finance category of the 2013 Living Now Book Awards. Formerly CEO of Home Shopping Network Credit Corporation, she is the CEO of Polly Bauer Associates, a credit card consulting company established in 1995. Polly strategically guides companies and individuals through a maze of credit card misinformation with common sense, compassion, and humor that sets her apart as an international corporate speaker, consumer advocate, and media expert. Mava K. Heffler's blue-chip professional background includes marketing, advertising,...



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