

8.1: Introduction

Reva, Jose, and Lihn are all students at the local state college. All are living at home to save money while in school, and all are working at least one job to pay tuition. Between their paychecks and financial aid, they can get by, but not by much.

Living in a city with public transportation, none of them needs a car, but Reva keeps an old beater in her dad's garage. The ace of her tech classes in high school, Reva loves to get under the hood.

Jose loves nothing more than to get lost in the world of games; he is hoping that his degree in digital media will lead to a career developing games and applications for a growing market. Whenever he can, he upgrades his laptop and smartphone with the latest killer "apps."

Lihn is hoping to go into business as a fashion designer and is getting a head start by joining the campus business club. Wanting to make a good impression, Lihn is careful to maintain a fashionable yet professional wardrobe.

All three are consumers and will be all their lives. All three make consumption decisions based on their financial and strategic goals, on their personal tastes and lifestyles, and on professional choices. Their choices are very different and have different financial consequences. While there are many aspects of your humanity that define you, the things that you choose to surround yourself with—or not—may define your ultimate happiness. You need strategies.

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