

## 13.19: Introduction to Consumer Protection and Antitrust Laws

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### What you'll learn to do: summarize consumer protection and antitrust laws

This module concludes with coverage of consumer protection and antitrust laws. We'll consider consumer protection legislation from both economic and business ethics standpoints, citing statistics to put the need for consumer protection in perspective. We'll highlight representative consumer protection legislation and summarize the key provisions of the three primary antitrust laws: the Sherman Act, The Federal Trade Commission Act and the Clayton Act. Note that these two categories of legislation serve both businesses and consumers, supporting ethical business practices fair competition that tends to yield price, quality and innovation benefits.

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