



Consumer Equality: Race and the American Marketplace (Racism in American Institutions)

Geraldine Rosa Henderson, Anne-Marie Hakstian, Jerome D. Williams

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This book provides a vivid examination of the issue of consumer inequality in America—one of society's most under-discussed and critical issues—through the evaluation of real-life cases, the trend of consumers suing companies for discrimination, and the application of novel frameworks to establish legitimate consumer equality.

- Provides insights from three of the recognized leading authorities in the field who have collaborated extensively in conducting research on marketplace discrimination
- Considers a wide array of lawsuits that document the growing trend of consumers taking companies to court for discrimination and examines the results of these legal cases to draw conclusions that will interest attorneys for plaintiffs and defendants in marketplace discrimination cases, consumer advocates, and public policymakers responsible for amending legislation to address issues of marketplace discrimination
- Analyzes national crime reporting databases to gain insight into how law enforcement in the marketplace impacts various racial-ethnic communities

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