

How Big Companies Use Plain English To Rob You Blind

You may think that you're savvy enough to avoid being fooled by big companies. After all, you're a smart consumer who does your research. But the truth is, even the most intelligent people can be tricked by the deceptive tactics that big companies use.



The Fine Print: How Big Companies Use "Plain English" to Rob You Blind by David Cay Johnston

★★★★☆ 4.4 out of 5

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One of the most common ways that big companies deceive consumers is by using plain English. That's right, the very language that you and I speak every day can be used to trick us into making bad decisions.

Here are a few examples of how big companies use plain English to rob you blind:

- **Hidden fees.** Big companies often bury hidden fees in the fine print of their contracts. These fees can add up to hundreds or even thousands

of dollars over time.

- **Deceptive marketing.** Big companies often use deceptive marketing tactics to make their products seem more appealing than they actually are. For example, they may use vague or misleading language, or they may make promises that they can't keep.
- **Confusing contracts.** Big companies often use confusing contracts to make it difficult for consumers to understand what they're agreeing to. This can lead to consumers signing up for services that they don't want or need.

These are just a few examples of the many ways that big companies use plain English to deceive consumers. It's important to be aware of these tactics so that you can protect yourself from being tricked.

Here are a few tips for avoiding being fooled by big companies:

- **Read the fine print.** Before you sign any contract, make sure you read the fine print carefully. This is where you'll find the hidden fees and other important information that big companies don't want you to know.
- **Be skeptical of marketing claims.** Don't believe everything you hear in a commercial or ad. Big companies often use deceptive marketing tactics to make their products seem more appealing than they actually are.
- **Get help from a lawyer or consumer advocate.** If you're not sure whether a contract is fair, don't hesitate to get help from a lawyer or consumer advocate. They can help you understand the contract and make sure that you're not being taken advantage of.

By following these tips, you can protect yourself from being fooled by big companies. Remember, the best way to avoid being robbed blind is to be informed and to be skeptical of the claims that big companies make.

Big companies have a lot of power, and they often use that power to deceive consumers. By using plain English, big companies can make their products and services seem more appealing than they actually are. They can also hide important information in the fine print, making it difficult for consumers to understand what they're agreeing to.

It's important to be aware of the tactics that big companies use to deceive consumers. By being informed and skeptical, you can protect yourself from being robbed blind.



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