

*NINTH EDITION*

CONSUMER  
AND  
COMMERCIAL  
CREDIT  
MANAGEMENT

*ROBERT H. COLE*

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# CONSUMER AND COMMERCIAL CREDIT MANAGEMENT

Ninth Edition

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**IRWIN**

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# CONSUMER AND COMMERCIAL CREDIT MANAGEMENT

**The Irwin Series in Marketing**

***Consulting Editor*** Gilbert A. Churchill, Jr.  
*University of Wisconsin, Madison*

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*To the Family*

We live in a world of credit. Thus it is important for everyone to know and to understand the many advantages and benefits of credit, as well as the possible limitations arising from the use of credit. With such knowledge and experience, we are in a position to use credit more wisely.

The reader is encouraged to recognize that credit has enabled millions of American consumers to enjoy the happiness and opportunities of our material standard of living and has enabled American business firms to expand and profit.

It is equally important that we have a clear understanding of the legal framework—federal, state, and local—within which credit and collections operations are conducted. Thus even more space is devoted in this edition to the legal aspects of the field of credit.

The Suggested Readings at the end of the chapters have been expanded, in the hope that the reader will have a better knowledge of the large array of articles being prepared on the various credit topics.

The opening sentence of the 1960 preface, 32 years ago in the *first* edition of this book, was, "Credit is an increasingly important force in the lives of all of us today." This sentence is even more true today, as credit has become an increasingly important part of all phases of American life. And its importance will continue to grow in the years to come.

In this ninth edition, coverage of the vital consumer and commercial credit activities has been expanded and updated. Credit is not a static field; rather, it is dynamic and ever-changing. Keeping up with these changes was made possible by the recommendations and suggestions of the reviewers whose ideas are incorporated into this edition: Lon L. Mishler, Northeast Wisconsin Technical Institute; Louis Firenze, Northwood Institute; Alan R. Hamlin, South Utah State College; James W. Marco, Wake Technical College; Dennis L. Varin, Southern Oregon State College; and Jason K. Yee, National University.

Special thanks go to the following executives who gave their unlimited help and cooperation in the revising and updating of this ninth edition. It could not have been written without them.

- David B. Williams of the Dun & Bradstreet Business Credit Services.
- William H. Detlefsen of the Associated Credit Bureaus, Inc.
- Paul J. Mignini, Jr., of the National Association of Credit Management.
- Richard L. Cole of Cole Enterprises, Inc.
- William Bohmer of Credit Bureau Reports, Inc.
- Don Harrison of International Business Machines Corporation.

- Lucy H. Harr and Jack E. Blake of the Credit Union National Association.
- Mary Ann Armour of the International Credit Association.
- Jenifer Neu Sanchez of TRW Credit Data.
- Liz Rittler of Trans Union.
- John Ford of Equifax Inc.
- Debra Ciskey of the American Collectors Association, Inc.

As in all previous editions, any and all suggestions from the readers of this book will be most welcome, so the complete story of the management of consumer and commercial credit and collection activities can continue to be told.

**Robert H. Cole**



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