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Technology is a double-edged sword that not only brings convenience, but also allows for easier way to collect, explore, and exchange information on or off line. Consumer concerns grow as security breaches and privacy invasions are uncovered ever more frequently, creating the necessity for online consumer protection.

Online Consumer Protection: Theories of Human Relativism presents the academic community with a broad range of international findings in online consumer protection, encapsulating years of expert online privacy research in one comprehensive resource. Designed to offer understanding in the nature of online threats, consumer concerns, and techniques for online privacy protection, this book is a must-have for researchers and practitioners worldwide.