

Chapter 25 The Basics of Credit

BusinessWeek Reader Case Study

“Big Plastic’s Online Challenger”

Directions Read the *BusinessWeek* Reader on page 450 of your textbook and answer the questions.

Literal Comprehension

1. Gary Marino is offering a payment system to e-shoppers. What is the name of this service?

2. Where did Mr. Marino work for decades before running I4 Commerce?

3. Which new way for consumers to pay for goods and services was successful in the mid-1980s?

4. Other than PayPal, which payment method is most popular among consumers when shopping online?

Making Inferences

6. Why do you suppose Mr. Marino describes himself as a “credit card geek”?

7. To what does the term “Big Plastic” in the title most likely refer?

Critical Thinking

8. The article, “Big Plastic’s Online Challenger,” states that most consumers still purchase items the old-fashioned way: with cash, checks, or plastic when shopping online. With payment methods such as PayPal available, why do you think most consumers continue to use cash, checks, or plastic?

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