



P R E F A C E

Your Pet Topic Not Included

At first we were paranoid. What if we ended up not including someone's pet topic? Then the answer hit us: If we missed it, students would still get it—from you, and much better. Relieved, we focused instead on making sure we included as many key topics as possible.

Familiar Amalgam

Deeply conceptual. Utterly applied. Cognitive, information processing framework. Behavioral. Post-modernist. We couldn't choose. Aspiring to make this a comprehensive textbook to serve the needs of our discipline, we ended up with a little bit of everything.

Play with Theories

To make all topics accessible to the student, we named and renamed some concepts, redrew a few flowcharts, and "decoded" many theories for simplicity. And to fill gaps in current CB Theory, we built some anew. Not to worry: to the student, *all* theories are new anyway.

Teach Your Way

All content is made transparent to the student. So you won't have to spend all class time explaining the basics. It frees you instead to use the book as a launch pad for your own creative ways of teaching the subject.

Yes, It Is A Textbook

Didactic. Conversational. Serious. Light. The book has the gravitas of the subject matter. But its prose and poetry is student-speak. We wrote it so even students who don't like textbooks may like it. Let's hope.

Lofty Goal Unmet

Actually, we wanted absolutely, positively to enchant the student. Alas, that lofty goal is not fully met. But we are a strong contender. We offer this modest contribution for your consideration. And for a different kind of learning experience for your students.

