



# F E A T U R E S

## Auto Customized

The book can be taught (and read) in any order. Part III (Consumers' Environment) before Part II (Inside the Consumer's Mind), for example. Or Part IV (Decision Making) before Part II. Most (80%) of the chapters can be re-sequenced. Yes, even Chapter 12 (Post-Choice) before Chapter 11 (Choice)!

## Plenty To Do

Review+Rewind. Think+Apply. Practice+Experience. Fill in surveys. Score self on uniqueness, vanity, opinion leadership, and the like. And measure others a hundred ways (The book gives you that many measurement scales!). Analyze cases. Love stats? Survey data included. Satisfy your data crave!

## Globes Are Free

Those globes you see on the inside margins. We started counting. Somewhere in the middle of the book (when we reached 75), we gave up. If you end up counting them all, we will sure appreciate knowing.

## Facebook, Twitter, and Us

Yes, MyCBTextbook is on Facebook. And on Twitter. (Sorry, no Bebo.) Friend us. Follow us. Poke us. (There are prizes, every semester.) At this time, we have no clue what we will post. Knowing that in advance would have killed the mojo of these social networking sites (*SoNets*): *Spontaneity*. See you there!

## Google Love

We explain all CB concepts but not all proper nouns. We know readers are Google savvy. Hint, hint: Google, dear reader, Google. (Or *Bing* it.)

## Pun Intended

Often you will come across some chuckle-producing tidbits. Like the one about the intriguing game of *Chessboxing* (Chapter 2). Or an the example of ... (shhhh..!) in the cognitive learning section of Chapter 4 on page .... (shhhh...!); Or (shhhh...!). Well, you get the idea. Please, please, let your fellow readers discover these by themselves.

And, these may make you forget that it is a textbook. That would be an illusion. This is a textbook alright. The world's second most fascinating book on CB, actually. And just as illuminating. Enjoy it!

