

Use this Book for UG or MBA

Here is How

MBA
(Black Belt)

MBA
(Executive)

MBA
(MIND-Flexer)

MBA
(REWARD)

MBA

UG (Bootcamp)

UG (full throttle)

Advanced UG

UG (Experiential)

UG (The fun begins)

UG (Life begins here)



11 Full blown projects (one each for each chapter) assigned to groups for in class presentations and discussions.

10. Critical discussion of many “mini viewpoints” sprinkled throughout the book (example: “Do marketers create needs in consumers?” “Are Metrosexuals real as a market opportunity?” “Is the book’s opinion right: Consumers mostly persuade themselves (!)?” [Whether students agree or disagree with that viewpoint is immaterial; discussion brings value, regardless.] Even some chapter subtitles provoke discussion (example: *You Talk, But I Will Listen to Myself*)

9. Discuss **LAST WORD** (in every chapter)

8. Assign **SPECIAL TOPICS** to read and critique in class.

7. Assign **Level 2.0** sections

6. Ask students to do (at home) **Practice + Experience** exercises and present them in class.

5. Get students to discuss in class the **Think+Apply** Questions

4. Discuss Cases (included in the book)

3. Ask students to take various surveys (to see how they score: divide students into some logical groups, and compute scores across groups in class itself; then discuss)

2. Invite discussion of ads (with captions), relating them to concepts (Q. is this a “good” application of the concept?)

1 A simple, powerpoint based presentation (to reinforce and amplify the book’s already easy-to-follow explanations).