

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 that topic—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, Its 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 may have been met only partially. We offer this modest contribution for your consideration. And for a different kind of learning experience for your students.
- You are the Gatekeeper** Your students have the opportunity to discover how enjoyable a book called a "textbook" can be. They will read it because they *want to*, not because they *have to*. You, dear professor, have the power to bring that opportunity to them. Or not.
- Tell us, What, How?** If you do decide to, please do not hesitate to tell us how may we make your adoption a breeze. As a niche publisher, we will put out all our effort to meet your needs.
- Read It Anyway** Even if you are content with your present book, do turn the pages of this book and read a paragraph here and there. See for yourself that a "textbook" may reward even a topic scholar—at the very minimum by showing how to bridge the gap between the mind of an expert and that of a 21-year-old student, excited about discovering new knowledge.

Thank you for , at our request, browsing the book.