

### *To The Student...*

#### **MTV or This Book?**

I won't promise that you will enjoy the book **lover partying**, or your favorite TV show, or people watching, or fantasizing about yourself.

Or wait a minute—this last one, we come pretty close. Maybe not fantasizing, but at least thinking about yourself—the book is all about that. **It is a book about you**. About why you enjoy the TV shows that you do, about your constant search in the store for a perfect match for your persona, about your enchantment with the world of goods.

**You spend 80% of your waking hours being a consumer. Now enjoy a few hours reading about it.** An impressive body of knowledge it is. But I didn't invent it; I just made it easy and fascinating. So you may relate every concept to your personal life. And at least a few times when you are idling, you may pick up this book instead of watching MTV. **Yep, once you get into it, it is sneakily enticing.**

Oh, and did I mention this whole fun thing will count as 3 (or 4 or 5) credits!

I wish you well, my friends!

Dr. B.