

# 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)! Each chapter is written to be understandable independently of the others.
- Plenty To Do** Review+Rewind. Think+Apply. Practice+Experience. Fill in surveys. Score yourself 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 craving!
- Flags Are Free** Those Flags you see on the inside margins. And the globes. We placed them only where we say something substantive about a given country, rather than a mere mention of it. Rest assured, there is more global content than the flags and globes signal.
- Facebook, Twitter, and Us** Yes, MyCBBook is on Facebook. And on Twitter. (Sorry, no Bebo.) Friend us. Follow us. Poke us. 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!
- Love Google** 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 Grey Poupon rejecting our admission into its Facebook group if our grammar was poor or our friends unseemly (Chapter10). Or an 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.
- World's Second Most Fascinating Book** And, these anecdotes and examples might make you forget that this is a *textbook*. That would be an illusion. It is a textbook alright. The world's second most fascinating book on CB, actually. We count on you to help us keep it that way.