

1 HELLO, CB

Welcome to the Fascinating World of Consumers

Where Offerings and Hopes Meet

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SYLLABUS AT A GLANCE

Master Sequence



FEATURES

- » Each chapter is written so as to not require prior reading of the preceding chapters. This frees the reader to read the book in any sequence of one's choosing.
- » SPECIAL TOPICS can be read anytime in the sequence. All of them pertain to the "Inside the Consumer's Mind" module. Special Topic 1 provides insights based on "positivist" research; Topics 2, 3, and 4 offer post-modernist perspectives.
- » Cases connect with topics across chapters (more specifics within) and can be interspersed as needed.
- » Resources R1 and R2 also require no knowledge of any prior chapters; however, re-reading them after reading a few chapters will add to your "take away."

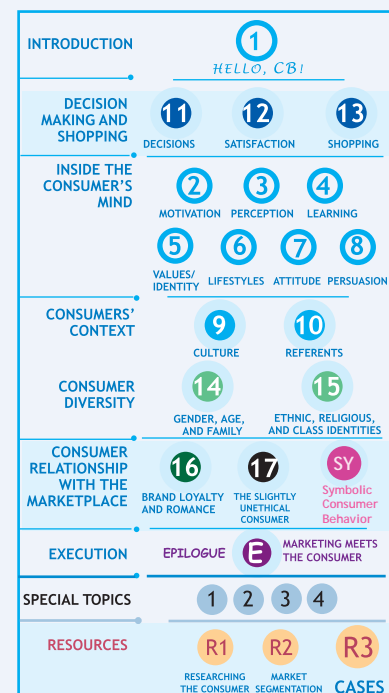
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External Environment and Demographics before Internal Influences



SEQUENCE OPTION 3

Consumer Decision Making before Internal Influences and External Environment



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