

A Personal Message to Professors

This We Believe...

All current CB textbooks are good. They blazed the path we followed. These were the books, in fact, that our (principal) authors had studied from in their own student days. And, later, as they taught the subject themselves. Books by Solomon, Schiffman, Hawkins, Hoyer—our authors have taught from them and admired them for decades, and still do.

Why add one more book? Is it possible to write a textbook that has the gravitas of a knowledge book but doesn't read like, well, a textbook? Our authors took the challenge:

They aimed to write for the Gen Y (or Gen X) student—in prose that must charm as well as inform. A prose style that is engaging for the student and also equally engaging for the professor. A style that makes both readers want to keep on reading!!

Whether they succeeded, only you, the learned professor, can judge.

Professors have many reasons NOT to consider an alternative book, any new book. Reading and reviewing a textbook is boring and tedious task. *I like current authors. Big wall of Inertia. Comfort zone of the current book. New PREP TIME (really scarce!). All books are more or less the same. And, most importantly, Happy with my current book. (Why break what isn't broke).*

It is against this big wall of inertia that we dare to invite you to look at this MYCB Book. Not even read but just eyeball it. Even if you are content with your present book, do turn the pages of this book and read a paragraph here and there. (You will rejoice many anecdotes and many new expositions of the standard CB concepts, for months to come.) And 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.

Deeply conceptual. Utterly applied. Cognitive, Behavioral. Post-modernist. Didactic. Conversational. Serious. Light. Aspiring to make this a comprehensive textbook to serve the needs of our discipline, we ended up with a little bit of everything.

We offer our modest contribution for your consideration. And for a different kind of learning experience for your students. Your students will 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.

Past adopters already love our book (*). If you decide to join this select group, welcome aboard. Hopefully, we will not disappoint you.

Thank you for choosing to browse (already or soon) [this Consumer Behavior book](#)

Sincerely,
Editors at Open Mentis
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www.MyCBBbook.com (4e, 2017-2020)

* The best CB book I have ever read—Marketing Professor, University of Portland
(See more Reviews on our Web site)

Table of Contents
Syllabus at a glance
Title Page

Special Features
Preface
To International Readers

