

FOR INTERNATIONAL READERS

We have included examples from diverse nations and diverse cultures.

All of the concepts are applicable worldwide, of course. A consumer is a human, in essence and first, no matter which country's marketplace they are visiting. Much of this book and much of consumer psychology is undergirded by *human* psychology, per se.

The book's goal is to expose the student to all of the key concepts in consumer psychology, narrated in a manner so readers from all countries will feel at home. The narrative is illustrated and enriched with examples from the USA, Canada, the UK and (less frequently) other European countries, Central and South America, Asia, the Arab nations, and even Australia.

If your country appears less frequently, one silver lining may be that students can be invited to identify local examples of the concepts. For some, this may prove to be an opportunity to turn the course into an experiential learning exercise on every concept.

Students will learn if they find the local application to be similar. They will learn even more if they find it to be dissimilar. Tell us if your experience echoes this idea.

Go ahead, soak in the examples from around the world, from within and beyond the boundaries of your country of residence. You are cordially invited!

—Authors & Editors

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