

PREFACE

In *Content*, we tried to match the best of the books in the discipline—and there are quite a few of them.

In *prose style*, we departed from the norm: we chose a non-textbookish style—so it may engage the student more.

As examples, we chose marketplace happenings and consumer stories from current times as well as those of historical significance whose lessons remain timeless.

We began this experiment in reimagining a textbook a few years ago. With your feedback, we iterate each edition for more enjoyable reading. This is a fully re-crafted first edition by a new publisher team.

Independent of your adoption choice, we hope you will find this book engaging, if not actually enchanting as well—especially if you read it from the vantage point of a 21 to 30-year-old student.

Happy reading!

—Authors & Editors

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