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REVIEW OF CONSUMER BEHAVIOR MARKETING STRATEGY 9TH EDITION OLSON

- I am a foundation purist that only really regards 5 books as integral to the message that I believe Asimov was leaving for the earth. The original trilogy, Foundation's Edge and Foundation and Earth. Is the individual or the whole more valuable. The planet of extreme individuals, one of whom travels off with the adventurers in search of earth is certainly there to question the wisdom of Galaxia and indeed whether or not Galaxia can succeed. Galaxia or individuals, which will win?

- It all started with the sheep. Well, actually, the ram - Brillo. In this volume of the alternative history series from 1632 we are treated to a book that is actually a look at how to develop 17th Century German citizens into 20th Century Americans. However, the way this is done is to first develop the humorous character of Brillo, and then develop Brillo into a major reason for the transformation. Overall it works, but you have to stick with this story to really get into it. As regular readers of the series know, the main idea of the whole series is to explore what might have happened if somehow a 20th Century town from West Virginia in the U.S.A. got somehow transported back in time to the early 17th Century and dislocated physically to central Germany so it actually lands in the middle of the 30 year war. This concept has blossomed and grown and there is a whole group of people who are working on building the concept and taking it into various areas that the original authors did not consider. The result of these on-line discussions has been a series of books that explore those other areas. This is one of those books. While the book jacket claims two co-authors, you will quickly realize that there are a series of short stories enveloped in this book that were written by more people. All of these mini-stories coalesce around the Ram known as Brillo, and they all relate to the ram in one way or the other. Of course the ram is just a fable that was built to create an allegory for the politics that are the main discussion of the book. The good news in this approach is that you can always chuckle at the ways in which the ram is brought up and kind of ignore that political science portions. My one complaint about this book though is that the middle sections of it get to be very heavy reading as the political science gets deep. I mean, did we really need a whole section of this book to be excerpts from Thomas Paine's "Common Sense" and then discussions of how it might apply to this fictional Germany? This was rather turgid writing and took me quite a bit of time to get through. On the other hand, there is a lot of good work here as the various stories are interrelated and connected. To a much greater extent than other books in this series, we read in one story about some event that takes place, and then another story refers to the same event, but finally we get to read the story of the event itself, and then later stories explain how that event helped move the overall volume forward. On the negative side, I always get concerned with books that have to have six pages of the Cast of Characters! My god, will I really need to refer to this as I read this thing? On the positive side, significant amounts of these people have appeared in other books. So, this is not the first time you read of Mike Stearns, Ed Piazza, et al. And some of the people who are new to this volume are clearly people who will appear again in other volumes in the series. So, as you can see, this is a mixed bag of a book. From the multiple storylines, through the multiple authors, and the multiple approaches, this is not a great book, nor is it a fiasco. I think it is better than some of the other volumes I have read the series, but it is also not as good as many. All of which explains why I am giving this book three stars, although I am more inclined to have awarded it three and a half stars- if only I could.