

## FUi gWX a ]hhY``]a 'Gd]Y`. 'FUXZU\fYf'k Y]WX h Dc`]nY]']b 'A U]bn'Ui g°

9]b'' \*!À\f][Yf']b'A U]bn!A ca VUWX 'gWXY]hYfh'i bhYf'8fc[Yb Ua 'FUXZU\fYb"'Dc`]nY]'Yf[fY]Zh'A U»bU\a Yb'bUWX [YZÀ\f`]WXYa 'JcfZU``"

A ]h'Y]bYa 'f]g\_UbhYb'A UbÒj Yf']b'XYf'\DXi ghf]YghfU\\ Y'gcf[hY'Y]b'\\!\A\f][Yf'Ua 'GcbbhU[ž'XYb', "'GYdhYa VYf'\&\&(ž']b'A U]bn!
A ca VUW\'ZØf'5i ZfY[i b["'I bhYf'XYa '9]bZi gg'j cb'F Ui gW\\\a ]hhY\b' j Yfgi W\\hY'Yfz'hfchn'Xf\Ab[YbXYf'5i ZZcfXYfi b[Yb'XYf'Dc\]]x'gY]b'\\U\ffUX'ni 'VYghY][Yb"'8]Y'G]hi Uh]cb'bU\\\a 'Y]bY'XfUa Uh]gW\\Y\K YbXi b[ž'U\g'XYf'6]\_Yf'ni f\Ø\W\_'ni f'GhfU\\Y'fc\`hY' 'i bX'XUg'a ]h\\Y\bYa'; \Y\\X\\X\\hz'XUg'Y\\Yf'Ub'Y]bYb'6Yhfi b\_YbYb'Yf]bbYfhY'\\

8]Y 'Dc`]nY]'k Uf'gWkbY``ni f'GhY``Y'i bX'VYcVUWkhYhYž'k]Y'XYf FUXZU\fYf']a a Yf'k]YXYf'Ua '5i Zgh]Y['gWkY]hYfhY"'G]Y'\UhhYb VYfY]hg'XYb'J YfXUWkhž'XUgg'Yf'b]Wkh'[Ubn'bØWkhYfb'k Ufž'i bX a U\bhY']\b'bUWkXfØW\_`]Wkž'gY]b'FUX'ni 'gWk]YVYb"'Ni bÀWkgh gWk]Yb'Yf'VYfY]h'ni 'gY]bž']\fYb'FUhgWk`À[Yb'ni 'Zc`[Yb"'8cWk'\_Ui a k Uf'Yf'Y]b'GhØW\_'j cb'XYb'6YUa hYb'YbhZYfbhž'ghY``hY'Yf'g]Wk'gY]bYb Y][YbYb'FY[Y`b'i bX'bU\a 'X]Y'DYXU`Y']b'X]Y'<UbXž'k À\fYbX'X]Y 9]bgUhn\_fÀZhY'ZUggi b[g`cg'ni gU\Yb"

## BØW hYfb3: Y\`UbnY][Y°

8]Y'6YUa hYb'Yf[f]ZZYb'gcZcfh'A U» bU\a Yb'i bX'\]Y`hYb']\b'Ub"
9]bY'JYf\_Y\fg\_cbhfc``Y'k Uf'i bj Yfa Y]X`]W\ži bX'X]Y'9f[YVb]ggY
k UfYb'Y]bXYi h][.'K À\fYbX'XYf'' \*!À\f][Y'\_Y]bYb'5`\_c\c`
\_cbgi a ]Yfh'\UhhYž'k Uf'gY]b'Ni ghUbX'Xi fW\'XYb'?cbgi a 'j cb
8fc[Yb'ghUf\_'VYY]bhfÀW\h][h"'? OfdYf`]W\Y'HYghg'VYghÀh][hYb'X]Y
J Yfa i hi b[Yb.'gY]bY'FYU\_h]cbgZÀ\][\_Y]h'k Uf'XfUgh]gW\

 $\footnote{Marketing States of the continuous of the continuous$ 

8]Y'Dc`]nY]'gYhnhY'gcZcfh'Y]bYb'GhfUZUbhfU['Ui Z''9g']gh'Y]b'\_`UfYf
: U``. K Yf'g]WX']b'Y]bYa 'XYfUfh'[YZÀ\f`]WXYb'Ni ghUbX'Ui Zg': U\ffUX
gWXk]b[hž'[YZÀ\fXYh'b]WXh'bi f'g]WX'gY`Vghž'gcbXYfb'Ui WX'UbXYfY
JYf\_Y\fghY]`bY\a Yf"'=b'A U]bn'\_Ubb'b]Ya UbX'XYfUfh][Y
9g\_UdUXYb'hc`Yf]YfYb'

8 Yf'J cfZU``\_ca a h']b 'Y]bYf'NY]hž']b 'XYf'J Yf\_Y\fgg]W\Yf\Y]h'a Y\f XYbb 'Y']b 'XYb': c\_i g'fØW\_h"'Bi f'k Yb][ Y'Ghi bXYb'ni j cf j Yfi b[ `ØW\_hY 'Y]b 'k Y]hYfYf'F UXZU\fYf']a '@UbX\_fY]g'A U]bn!6]b[ YbhÒX`]W\"'8]Y 'Dc`]nY]'UddY``]Yfh'XU\Yf'Y]bXf]b[ `]W\"Ub'U``YF UXZU\fYfž'fUggY`bXY'7\Uad]cbg'ni 'j Yfa Y]XYb.'GW\]YVYb'G]Y''G]W\Yf\Y]h'[ Y\h'j cf''

8 YhU]`g

6 Ygi WX Yb 'G]Y 'i bg 'Ui Z 'b!U[ "XY