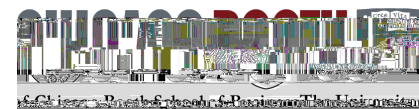


DISCUSSION: SELLING SUBSCRIPTIONS

MY VIEW OF THE PAPER

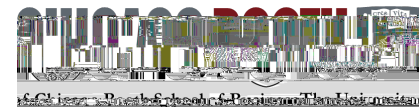


WHY ARE CONSUMERS INERT?



THE IMPORTANCE OF MARKET STRUCTURE

and have options



THINKING OF REMEDIES

