

Figure 9.3 The set of a good's characteristics, J, and the subset of those, K, that are valued.

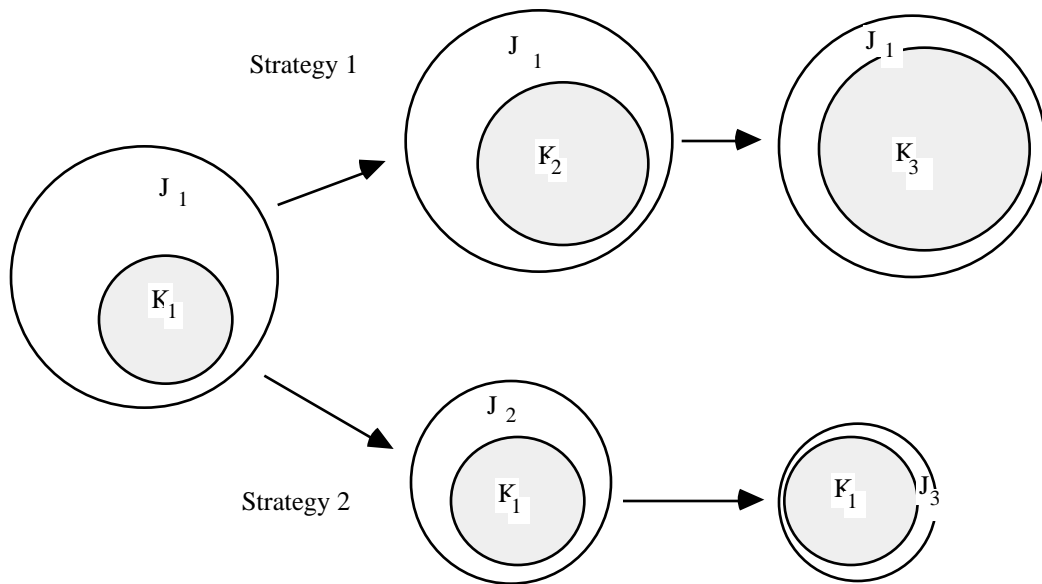


Figure 9.4 Two strategies for decreasing the difference between a product's valued (K) and non-valued (J - K) characteristics.

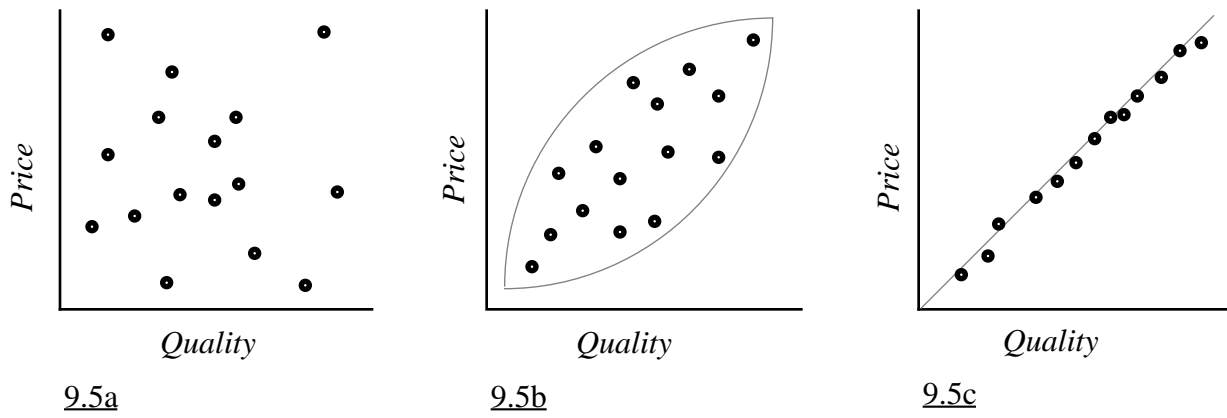


Figure 9.5 The correlation, r , of Price to Quality: 9.5a, $r \approx 0$; 9.5b, $r \approx 0.5$; 9.5c, $r \approx 1$.

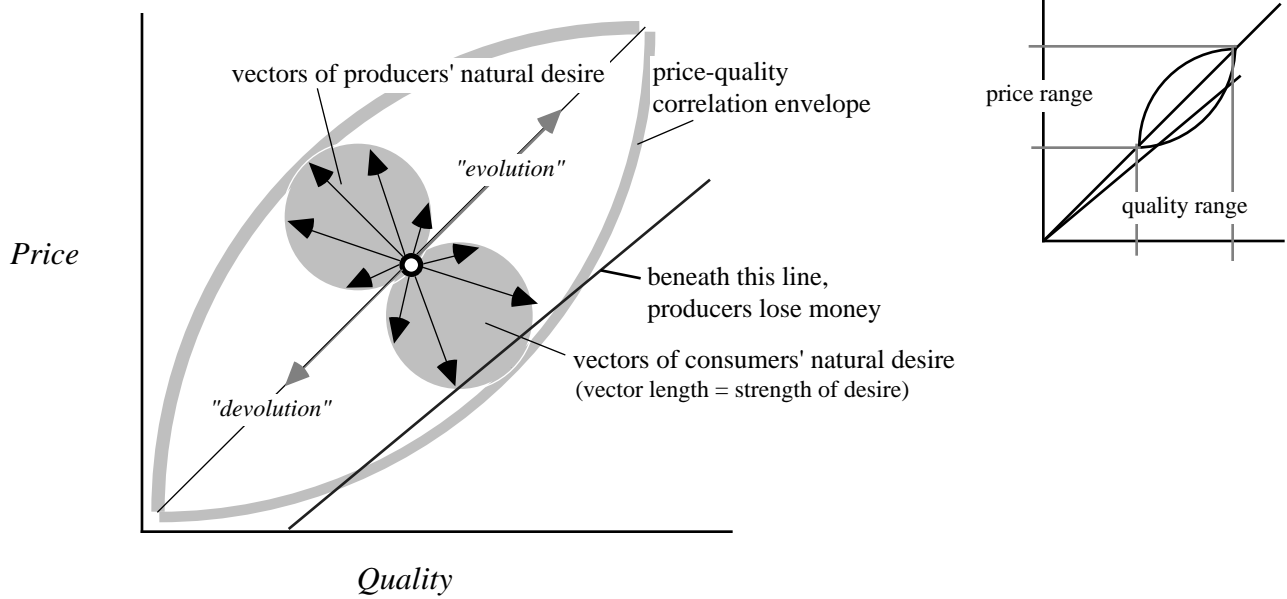


Figure 9.6 The producer-seller's and the buyer-consumer's opposing desires in the space of product quality and price.

