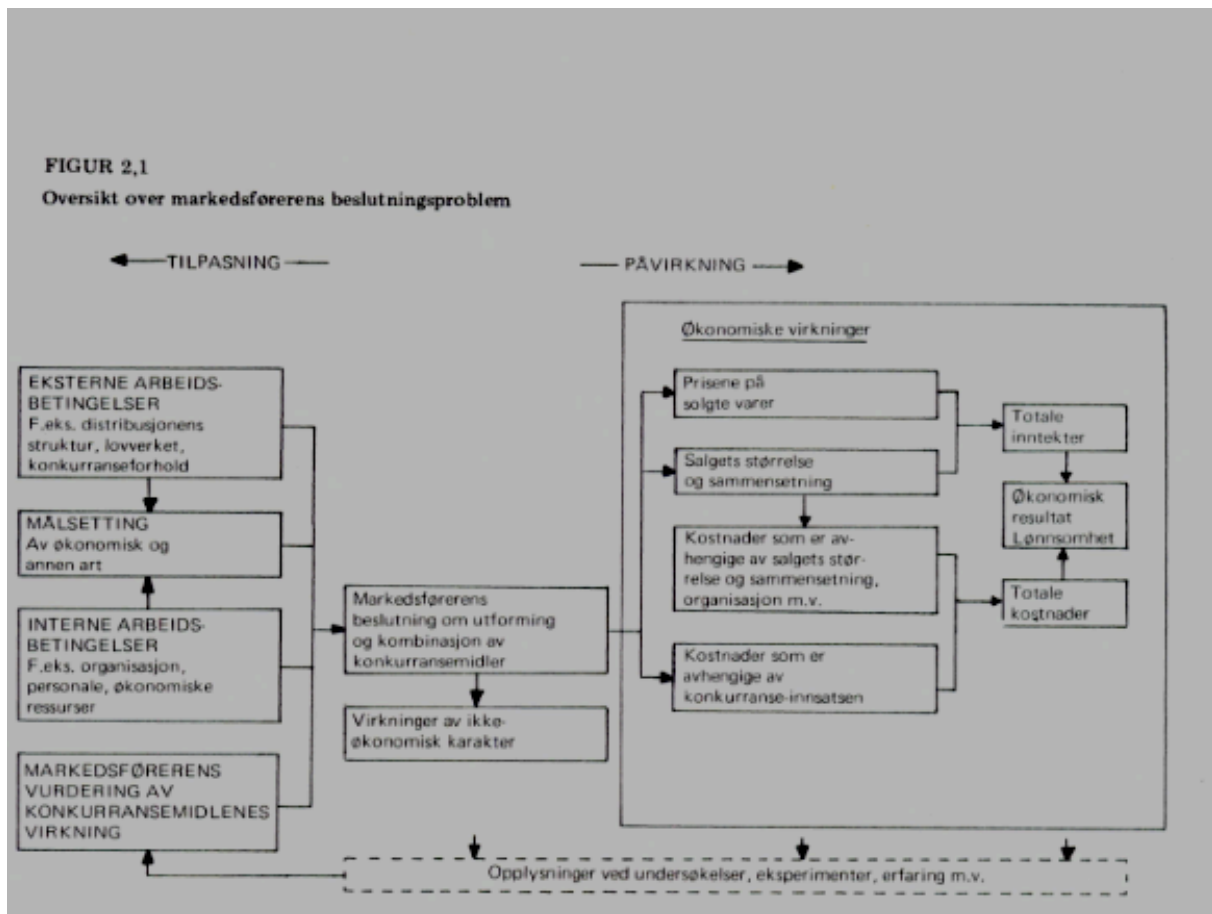


## Vedlegg 7

”Oversikt over markedsførers beslutningsproblem”.



Figur 1: Trolle (1973)