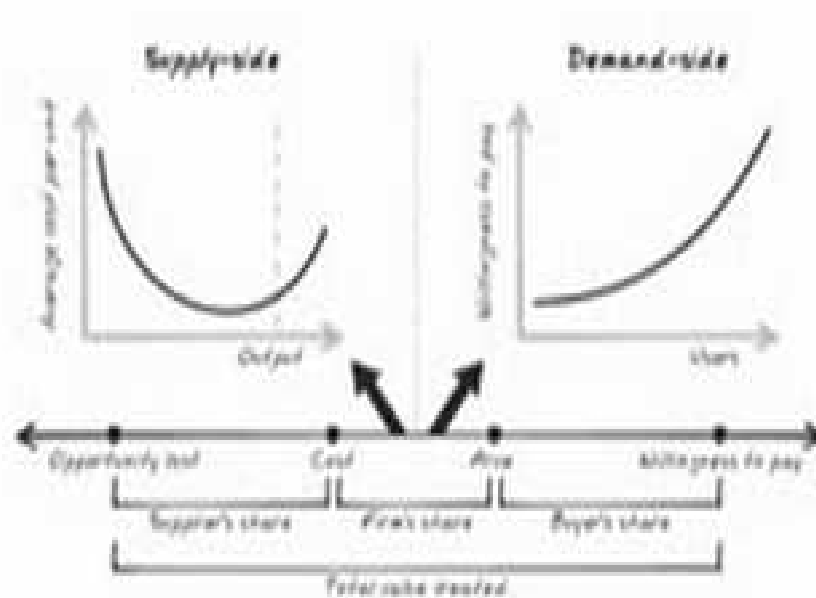


What is the value of a critical mass or “bandwagon” of free customers?



Slide 10: A Strategic Guide by Amy Moran