

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

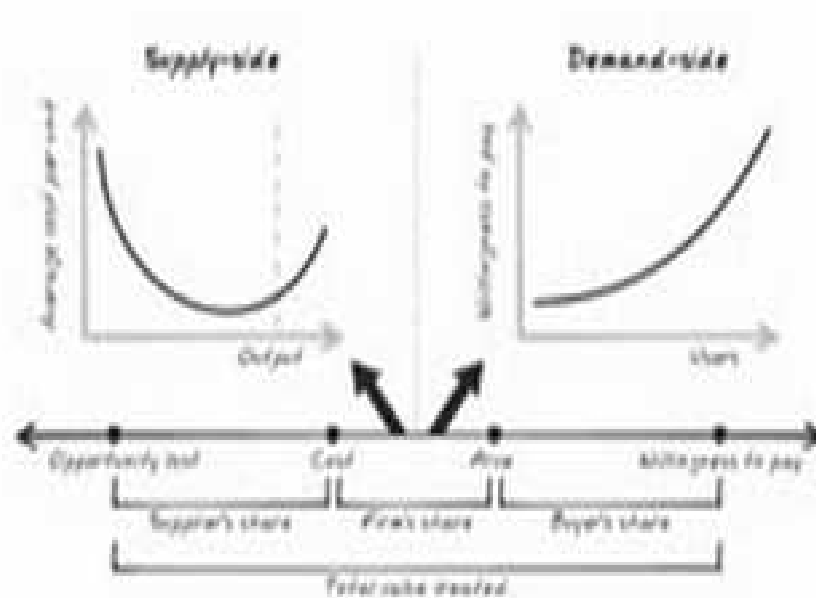


Table 1.1. A Strategic Guide to Any Market