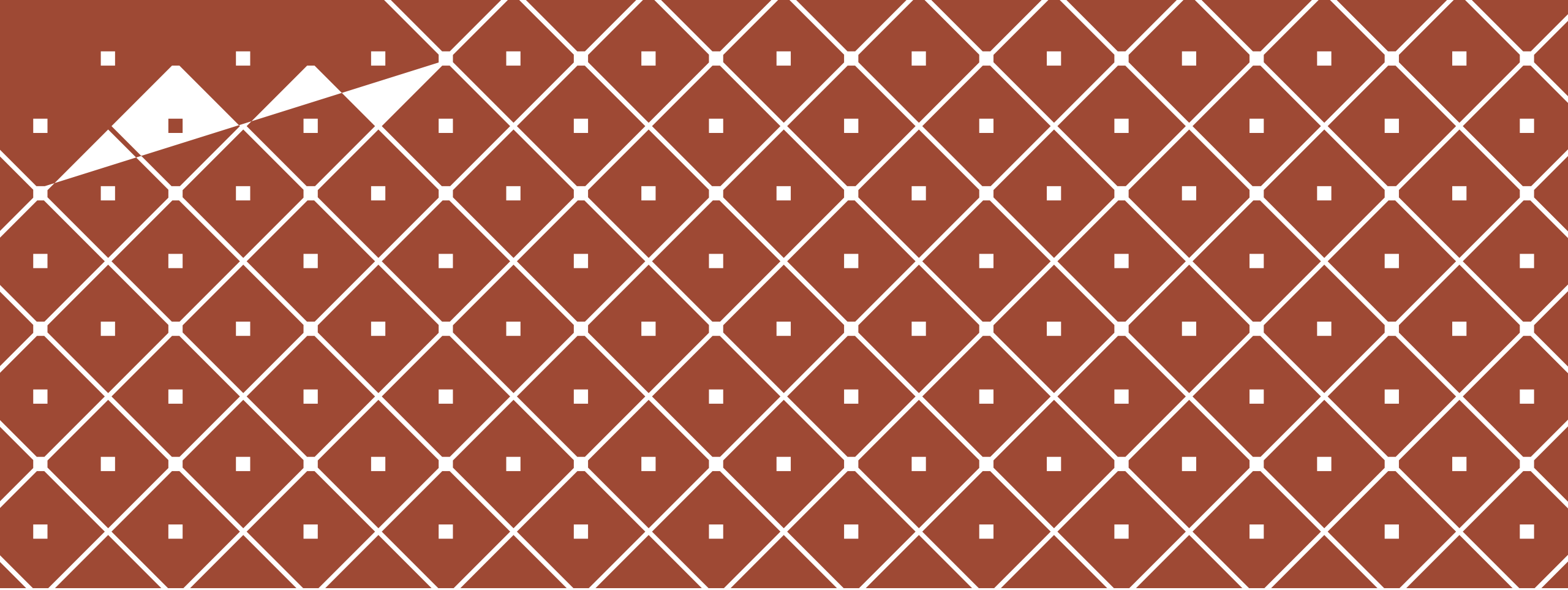

DISCUSSION: SELLING SUBSCRIPTIONS

MY VIEW OF THE PAPER

WHY ARE CONSUMERS INERT?

THE IMPORTANCE OF MARKET STRUCTURE

and have options

THINKING OF REMEDIES