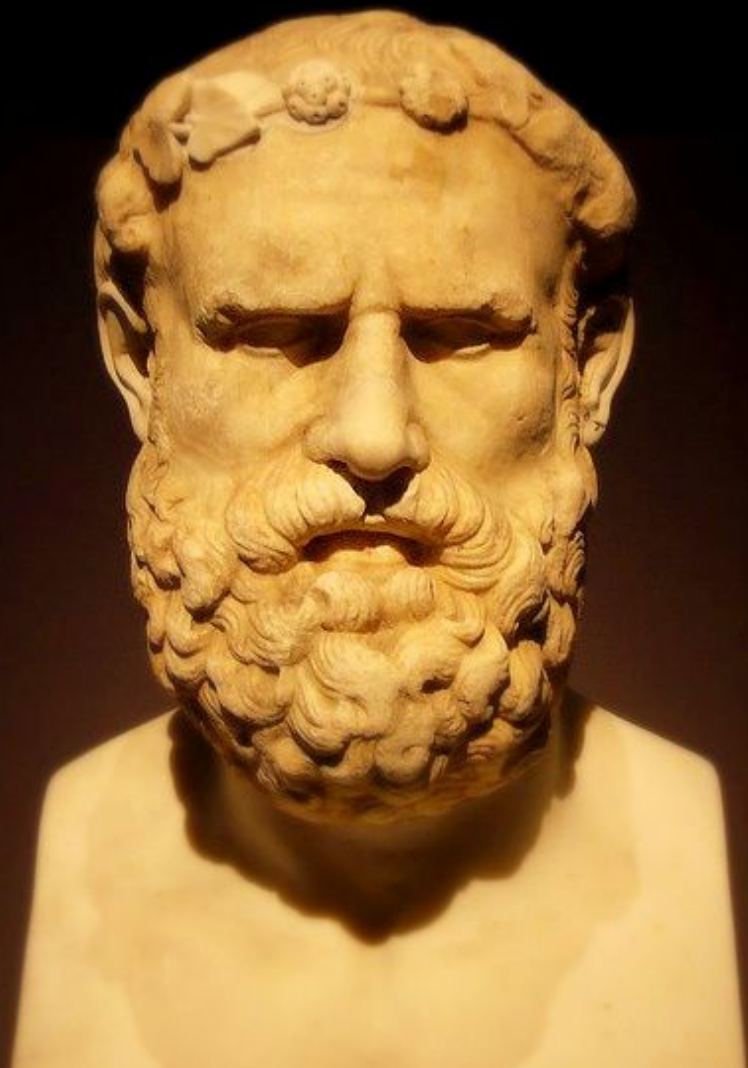




The Promiscuous PM

VS.





THINKING,
FAST AND SLOW



DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

READ BY PATRICK EGAN • AN UNABRIDGED PRODUCTION

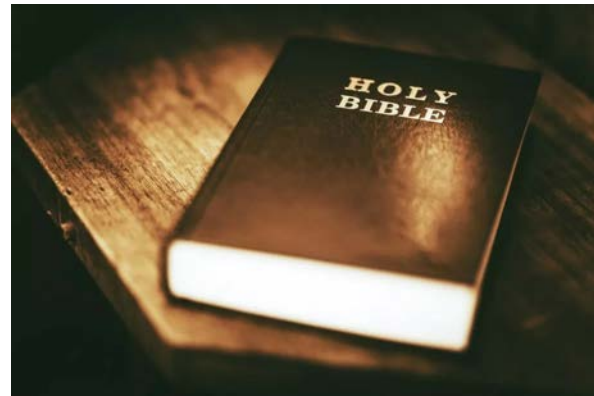
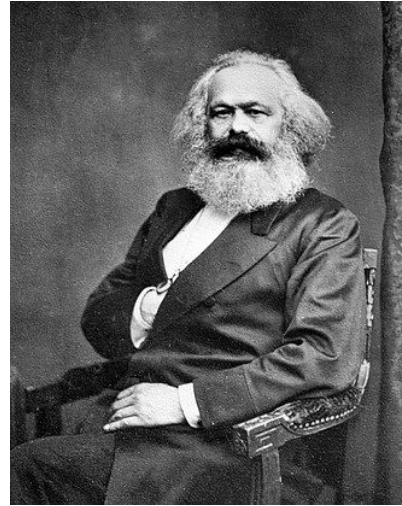








35%





There
can be
only
one



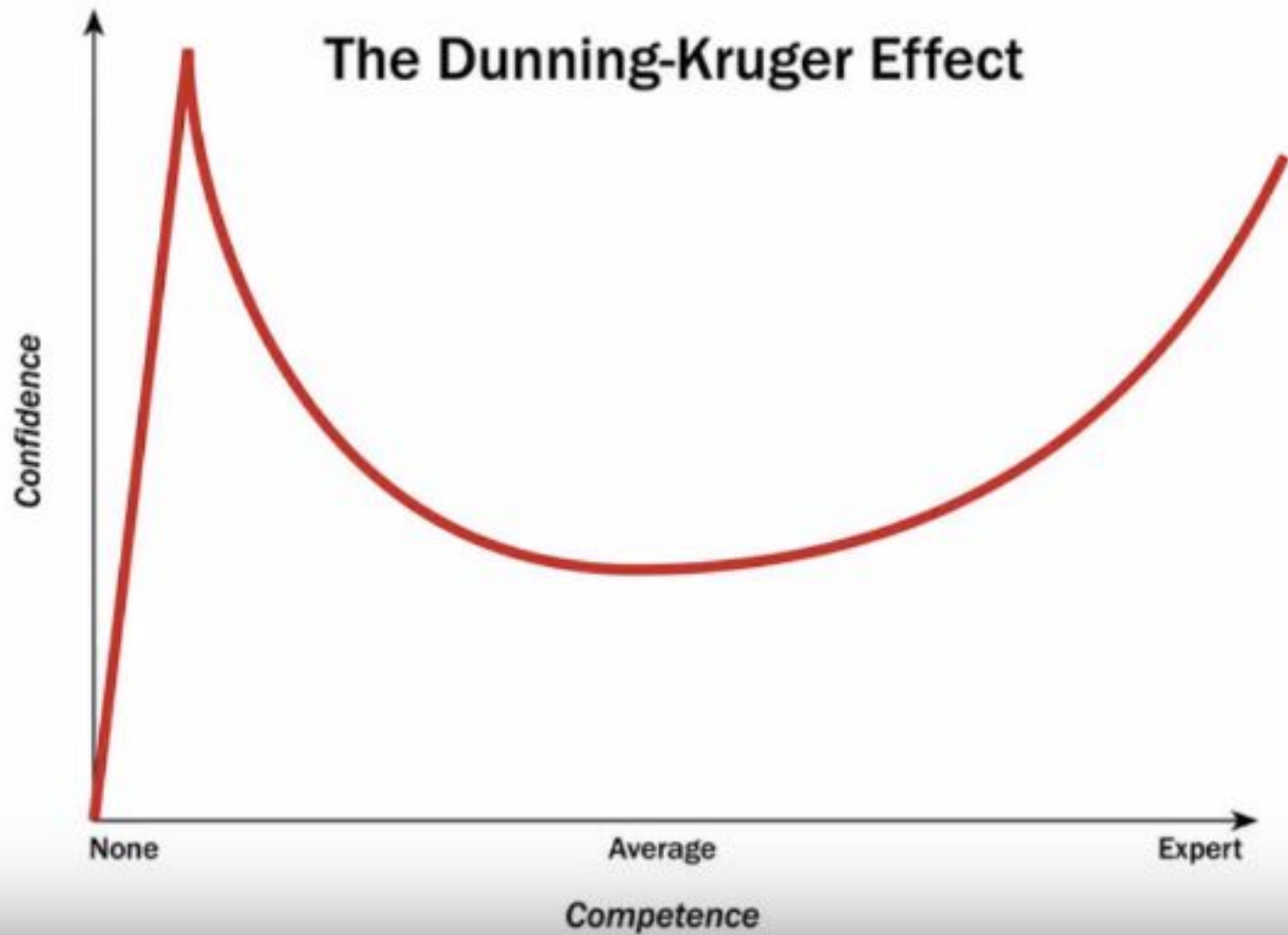






**Confidence !=
Competence**

The Dunning-Kruger Effect





crafting a creative culture

@veen

mind the PRODUCT

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Aggregation Theory

Pre-Internet



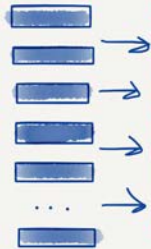
Integration



Distributors

Suppliers

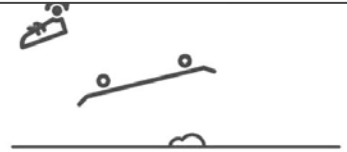
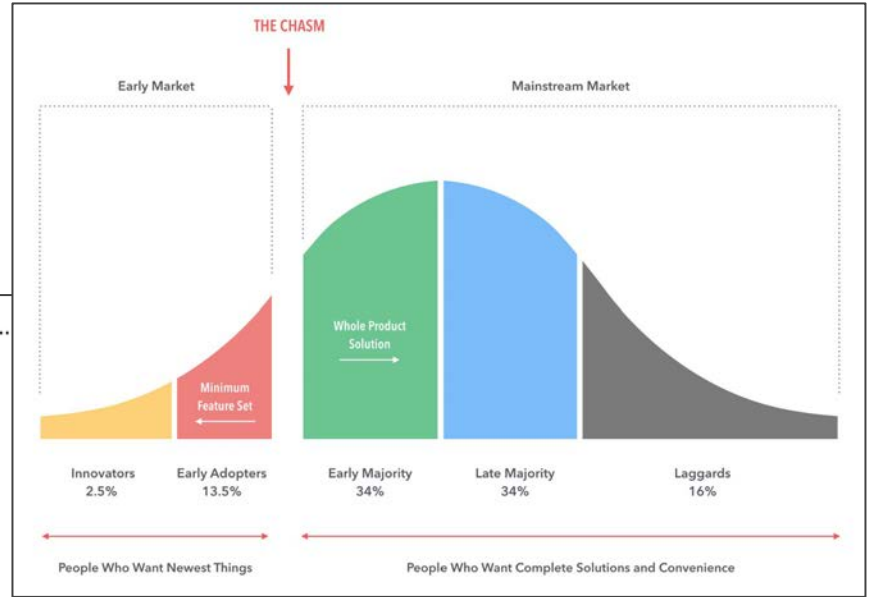
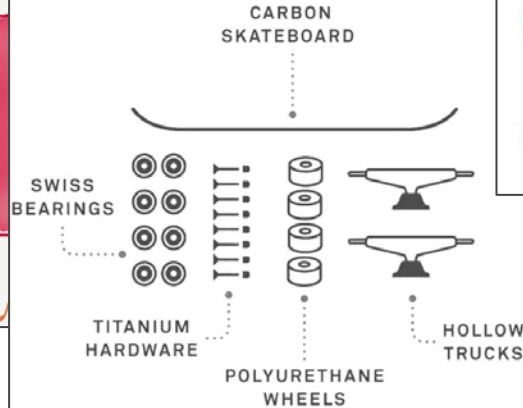
Internet

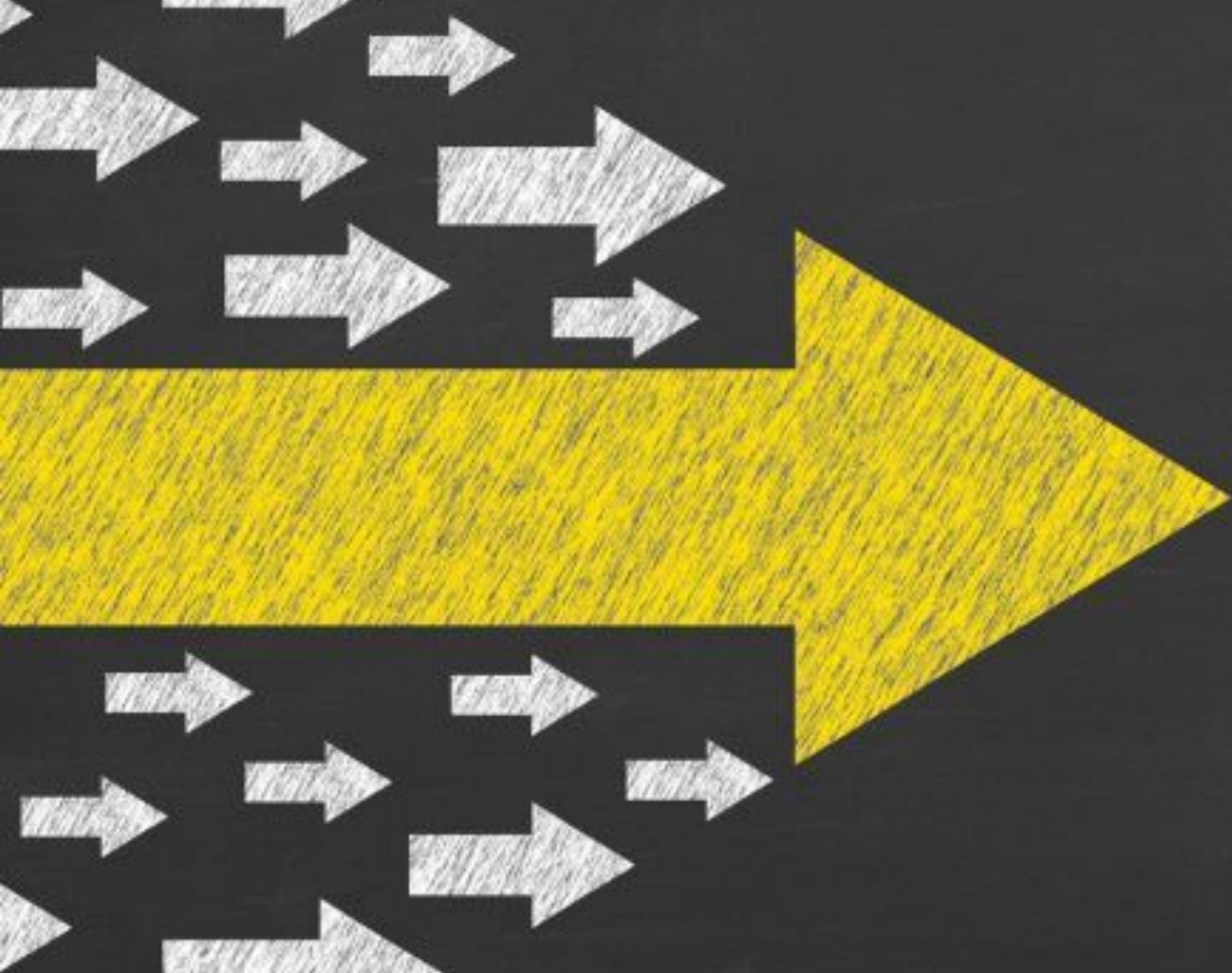


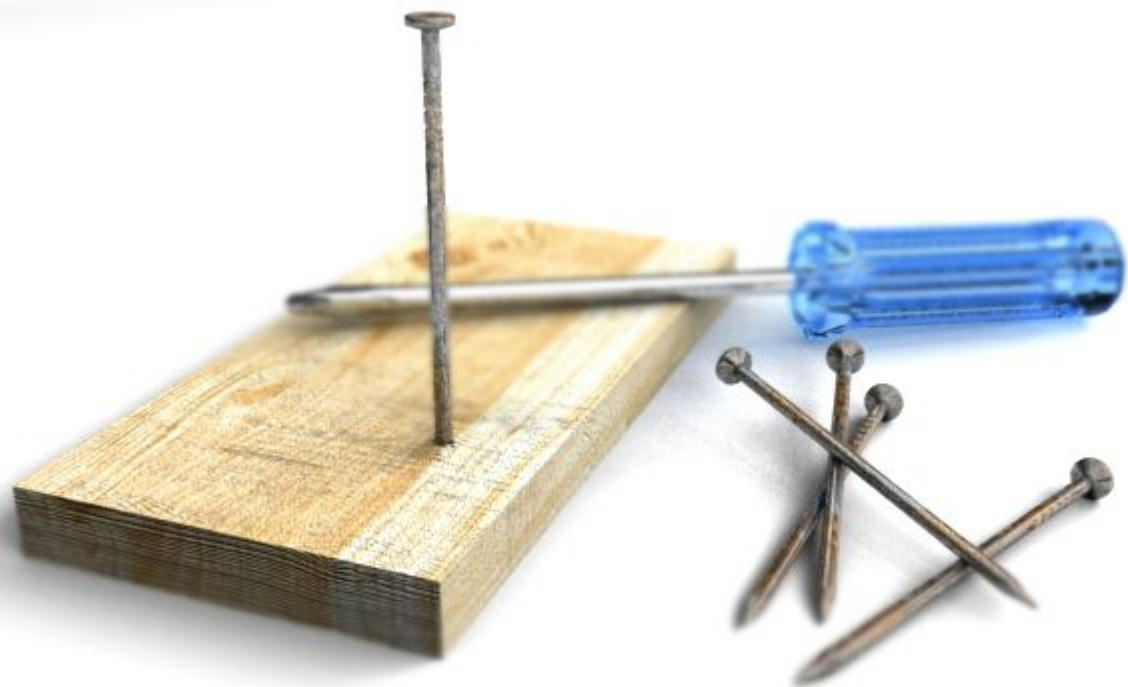
Aggregation

Stratechery

Even though customers buy this...











Jen's Rolodex....Strategy

Jobs To Be Done

Competitive Moats

Crossing the Chasm

Aggregation Theory

Game Theory

The Five Forces

Switching Costs

Network Effects

Market Segmentation

The Scientific Method

Bayesian Probability

Portfolio Theory

Cost Structures

Brand Persona

Jen's Rolodex...Pricing and Positioning

Supply & Demand

Rational Actors

Behavioral Economics

Anchoring

Framing

Hyperbolic Discounting

Pain > Gain

The Choice Penalty

Bundle Valuation

The Remembering Self

The Imagined Future Self

Overweighted Certainty

Confirmation Bias

The Rule of 9s

Jen's Rolodex...UX Design

The User is Drunk

People Don't Read

The Kennedy Principle

The Unhappy Path

The Hidden Flow

The Rule of Threes

Information Hierarchy

Now > Right

Dead Reckoning

The Multi-Armed Bandit

You Are Not the Target

Market

Kids Are Aliens

The Laziness Principle

A few favorites...

Jobs To Be Done
Classical Economics
Behavioral Economics
The User Is Drunk
The Kennedy Principle



Jobs To Be Done

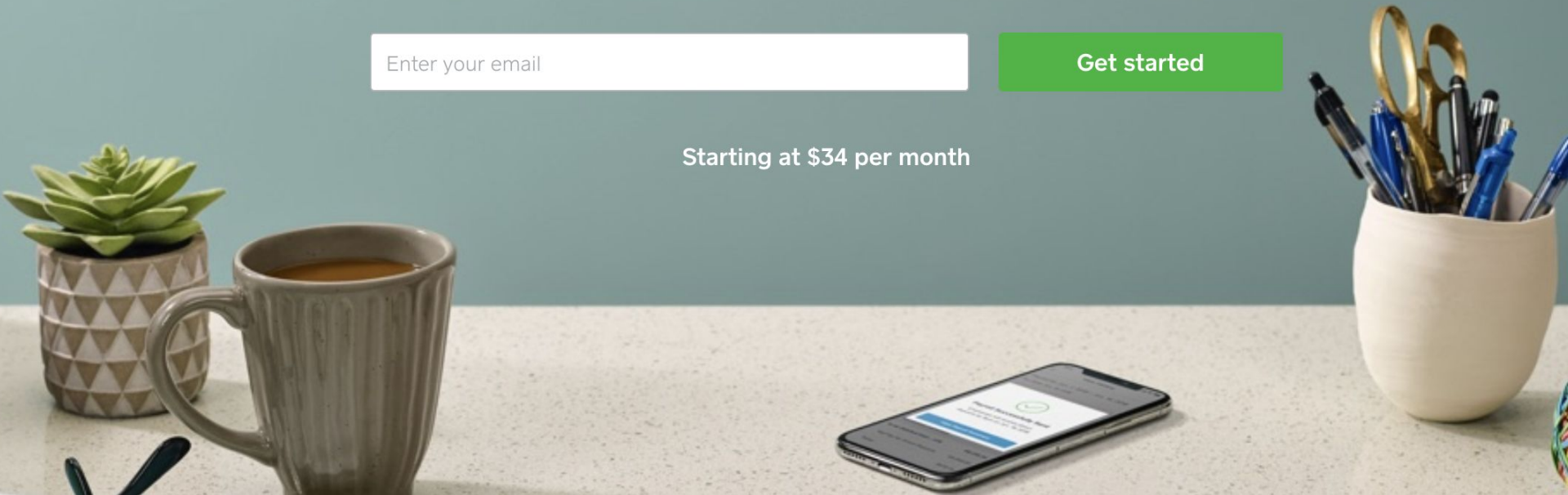


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REVISED
2012

REVISED
2015

REVISED
2015

REVISED
2010

REVISED
2013

2010

MISSISSIPPI
CODE
1972
Annotated

MISSISSIPPI
CODE
1972
Annotated

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1972
Annotated

**Titles
17 to 19**

Local
Government
Common
Provisions
Counties and
County
Officers

§§ 17-1-1
to
§§ 19-31-51

5

**Title
21**

Municipalities

§ 21-1-1
to
§ 21-47-5

6

**Title
23**

Elections

§ 23-1-1
to
§ 23-17-61

6A

**Title
25**

Public Officers
and
Employees;
Public Records

§ 25-1-1
to
§ 25-65-33

7

**Title
27**

Taxation
and
Finance

(§ 27-1-1 to
§ 27-19-525)

§ 27-1-1
to
§ 27-19-525

B

**Title
27**

Taxation
and
Finance

(§ 27-21-1
to 27-53-33)

§ 27-21-1
to
§ 27-53-33

**Title
27**

Taxation
and
Finance

(§ 27-55-1 to
§ 27-111-1)

§ 27-55-1
to
§ 27-111-1

**Titles
29 to 33**

Public Lands,
Buildings and Property

Public Business,
Bonds and
Obligations

Military Affairs

§ 29-1-1
to
§ 33-15-403

1040

Department of the Treasury
U.S. Individual Income Tax Return

For the year Jan. 1-Dec. 31, 2011, or other tax year beginning on _____
Your first name and initial _____ Last name _____

If a joint return, spouse's first name and initial _____

Home address (number and street). If you have a P.O. box, see instructions. _____
City, town or post office, state, and ZIP code. If you have a foreign address, see instructions. _____
Foreign country name _____

Filing Status

Check only one box.

- 1 Single
- 2 Married filing jointly
- 3 Married filing separately and full-time student or disabled

Exemptions

- a Yes
- b No
- c Yes
- d No







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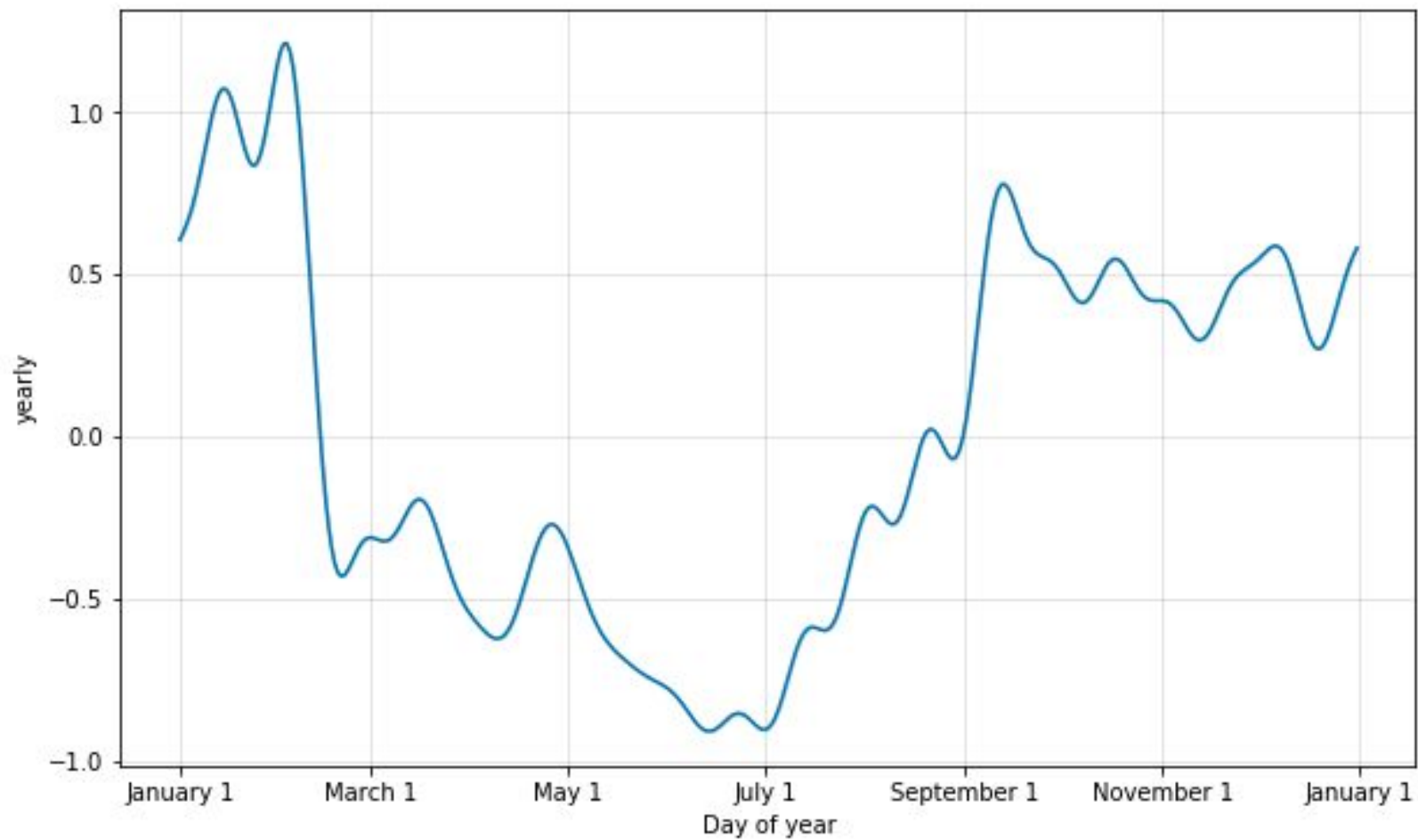
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for the
Rest of Us!

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Ken Darrow

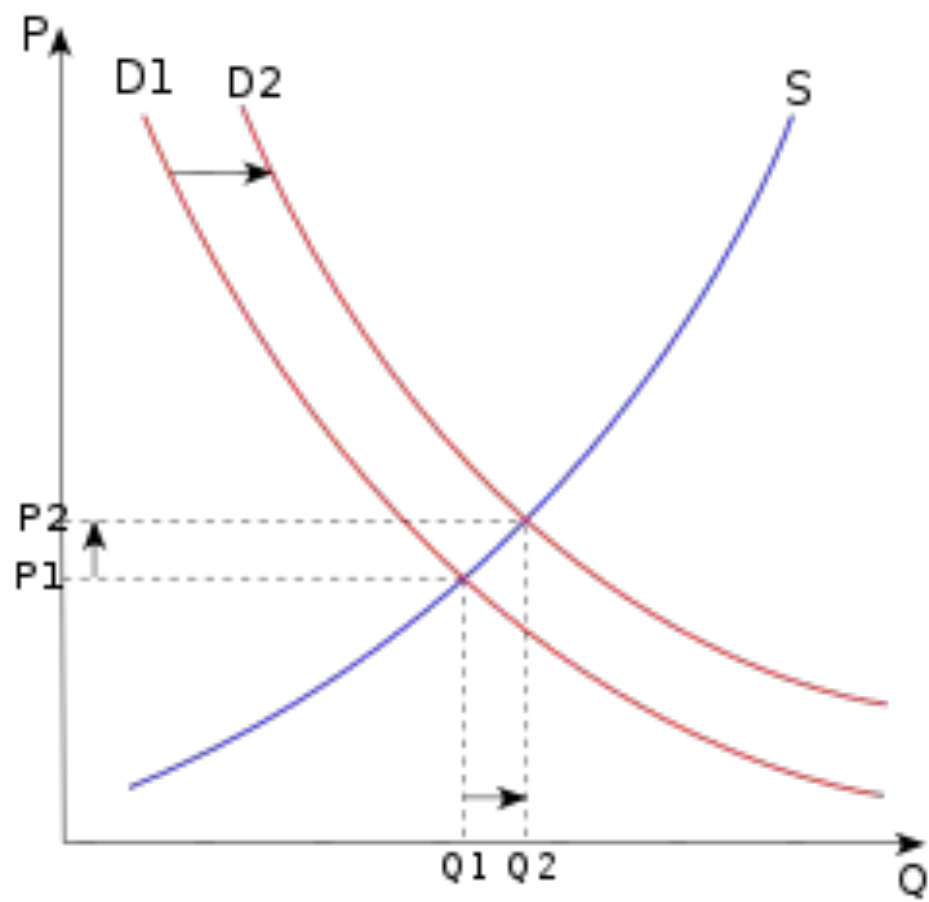


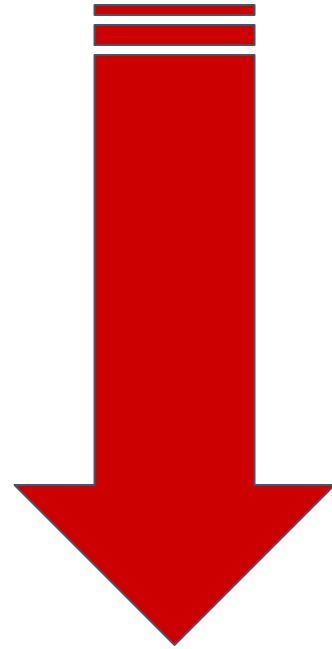




Classical Economics







REVISED
2012

REVISED
2015

REVISED
2015

REVISED
2010

REVISED
2013

2010

MISSISSIPPI
CODE
1972
Annotated

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§ 27-19-525

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§ 27-53-33

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(§ 27-55-1 to
§ 27-111-1)

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to
§ 27-111-1

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29 to 33**

Public Lands,
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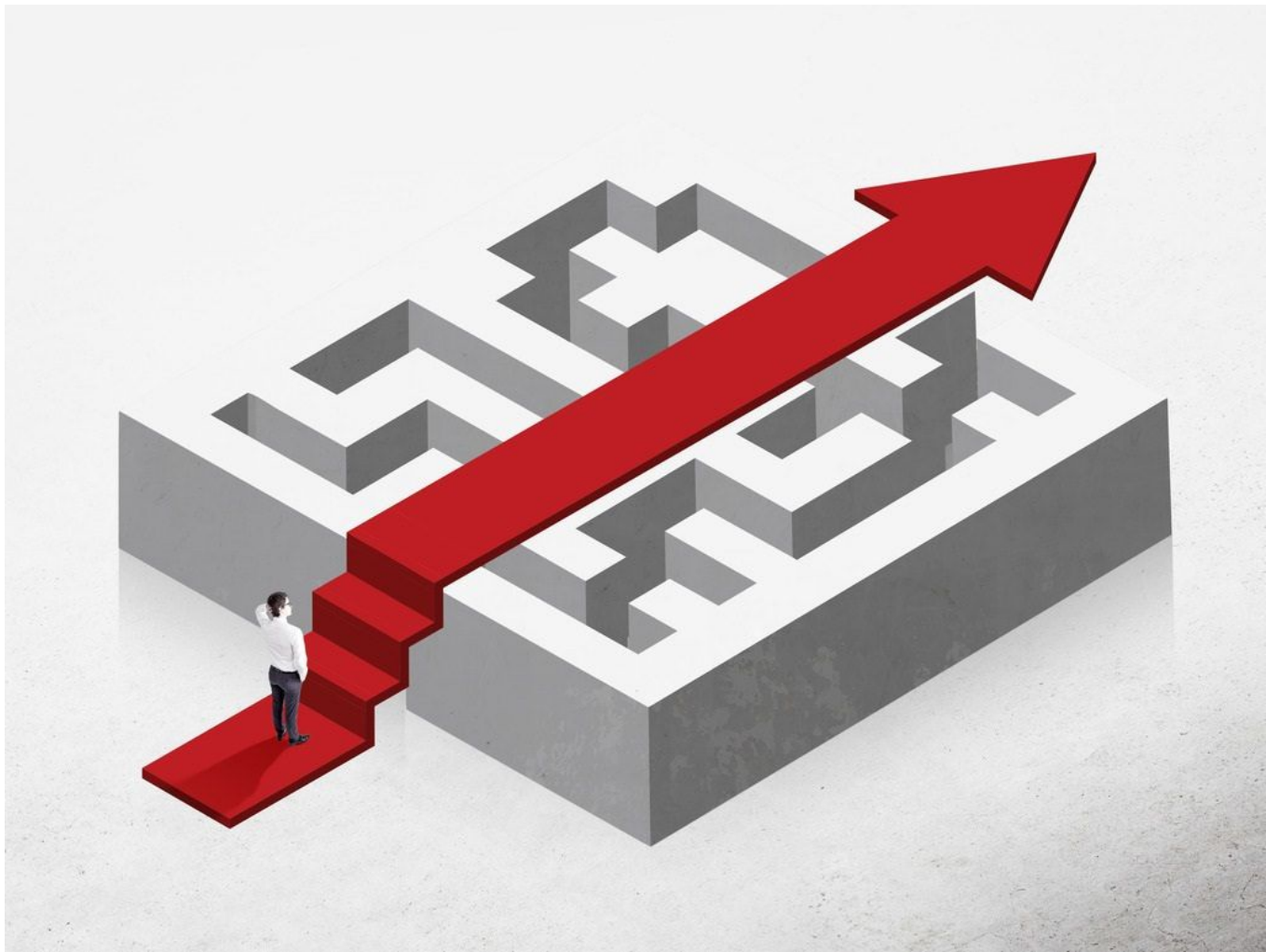
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§ 29-1-1
to
§ 33-15-403



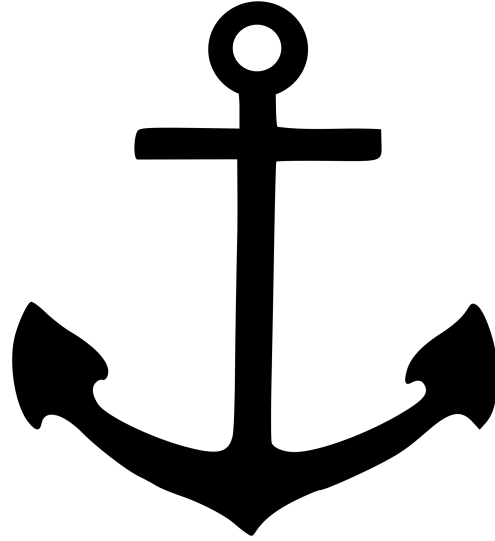


$$\Delta \chi \Delta \rho \geq \frac{\hbar}{2}$$





Behavioral Economics



Anchoring



Can I afford this?

Is the benefit $>$ the cost?

Can I find something cheaper if I
keep looking?

Car, Van, Jeep, Pickup, People Carrier, Mini-bus with 12 seats or less (less than 2.4m wide and less than 5m long)	40.00	80.00
VANS OR MINIBUSES (greater/equal to 2.4m wide or greater equal to 5m long)	100.00	200.00
TRACTOR (up to 2.5 tonnes)	40.00	80.00
TRACTOR (2.5 tonnes to 5.0 tonnes)	50.00	100.00
TRACTOR (greater than 5.0 tonnes)	100.00	200.00
MOTOR BIKES/SCOOTERS	10.00	20.00
SMALL CAR TRAILER	17.50	35.00
CATTLE OR HORSE BOX	20.00	40.00
AGRICULTURE TRAILER (3m X 2m)	20.00	40.00
BOAT TRAILER (greater than 6m)	20.00	40.00
TRAP & CART	17.50	35.00
CARAVAN	50.00	100.00
MOBILE HOME	150.00	300.00
REFUSE TRUCK (TWO TRUCKS) [EACH]	-	800.00
JCB	-	700.00
LADEN LOW LOADER	-	450.00
TELEPORTER	-	650.00
DUMPERS	75.00	150.00
BICYCLE	3.00	5.50







bernie @bernie6363 · 10 May 2014

Netflix just raised my price,i just cancelled by account. everyone should drop them.[#Netflixpricehike](#)



David Bowman @davbow678 · 27 Apr 2018

It's time to cancel @amazon Prime membership, I'm not paying 20% more after your year of record sales. Absolute corporate greed! [#AmazonPriceHike](#)
[#ScrewOff](#)



alex

@DunnoDudez



Every other carriers prices go down or are unlimited data and you increase your [#IGotVerizon](#) until my contracts up

♥ 68 5:46 AM - Jul 7, 2016





List Price: ~~\$229.99~~

With Deal: **\$189.99** & **FREE Shipping.**

You Save: **\$40.00 (17%)**



Proximity =
Relevance





“1.2 Million cars”



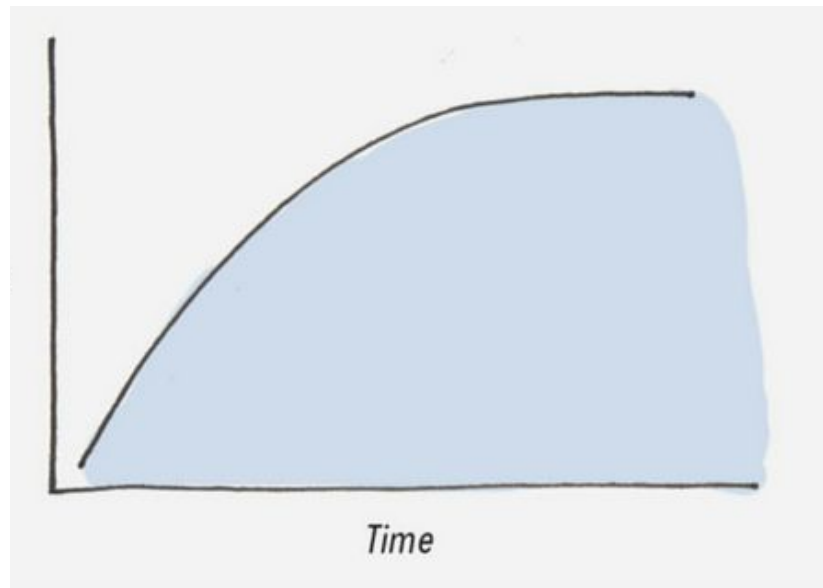
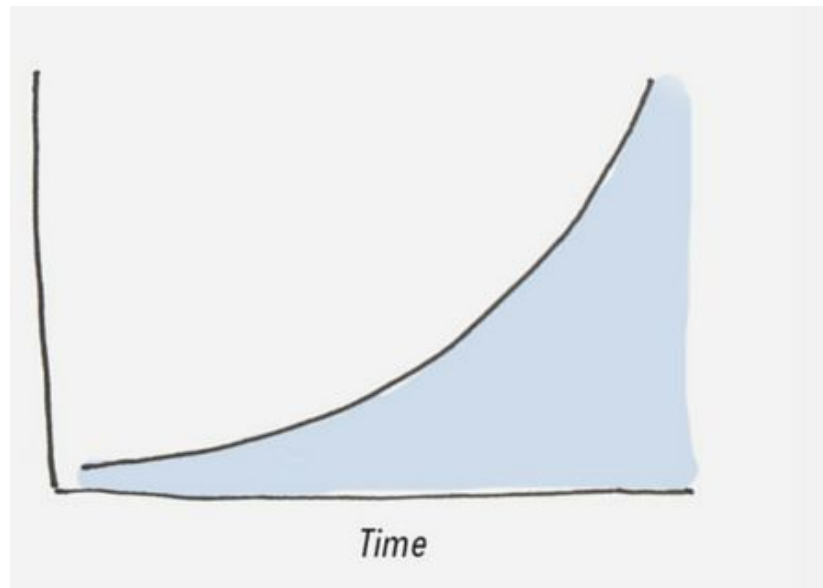




Hyperbolic Discounting



$$NPV = \sum_{t=0}^n \frac{Rt}{(1+i)^t}$$









\$10

\$10

\$0

\$10



Losses > **Gains**



NETFLIX


0



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Power of the Status Quo

Email address

example@domain.com

Already have a johnlewis.com account?

[Sign in now](#)


Password

[Show password](#)

Confirm password

I'd like to be contacted with the latest news and offers from John Lewis, Waitrose and John Lewis Financial Services

Create account



Why does everybody
drop off at the 3rd step
of my flow?




The User Is Drunk





A mathematical equation is displayed using colorful plastic blocks on a light-colored wooden surface. The equation is $1 + 1 = 2$. The first '1' is green, the plus sign is blue, the second '1' is red, the equals sign is green, and the '2' is yellow.





Tell them there's a problem
Tell them how to fix it
Take them where they need to go
Tell them when its fixed



Tell them there's a problem

Tell them how to fix it

Take them where they need to go

Tell them when its fixed

Register Yourself

jamie+3p@baymard.com



You have entered an invalid e-mail address. Please try again.

Name

Surname

Birth Date



The Kennedy Principle





5L

1 1/2 G

ESSENCE
DANGER
INFLAMMABLE

GASOLINA

DANGER
INFLAMMABLE
Les produits peuvent être dangereux pour
l'environnement. Ne pas verser dans l'eau.
* Éviter de fumer ou de fumer pendant l'utilisation.
* Ne pas approcher de sources de chaleur ou de flamme.
* Éviter de respirer les vapeurs.
* Ne pas verser dans l'eau.
* Ne pas verser dans les égouts.
* Ne pas verser dans les puits.
* Ne pas verser dans les rivières.
* Ne pas verser dans les lacs.
* Ne pas verser dans les océans.
* Ne pas verser dans les zones protégées.
* Ne pas verser dans les zones de répartition.
* Ne pas verser dans les zones de répartition.

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01342-2012
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THIS CAN CONTAINS
MIXED
GASOLINE

Payment

Credit Card

Card type

Visa

Card #

Expires

Auth Code



Credit card*



Full name*

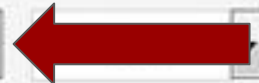
Card number*

16 digits on the front of the card

CVC or CVS*

3 digits on back of the card

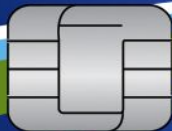
Expiration Date*





FIFTH THIRD BANK

PLATINUM



5412 7501 2345 0987

VALID
THRU 12/20



YOUR NAME HERE



mastercard.

Enter your **Credit Card** information

Card Number:*

Expiration Date:*

Month

Year

CVV2:*

Month

[this?](#)

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Last Name:*

Address2:

State:*

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■ An excellent dielectric

■ An excellent general purpose grease

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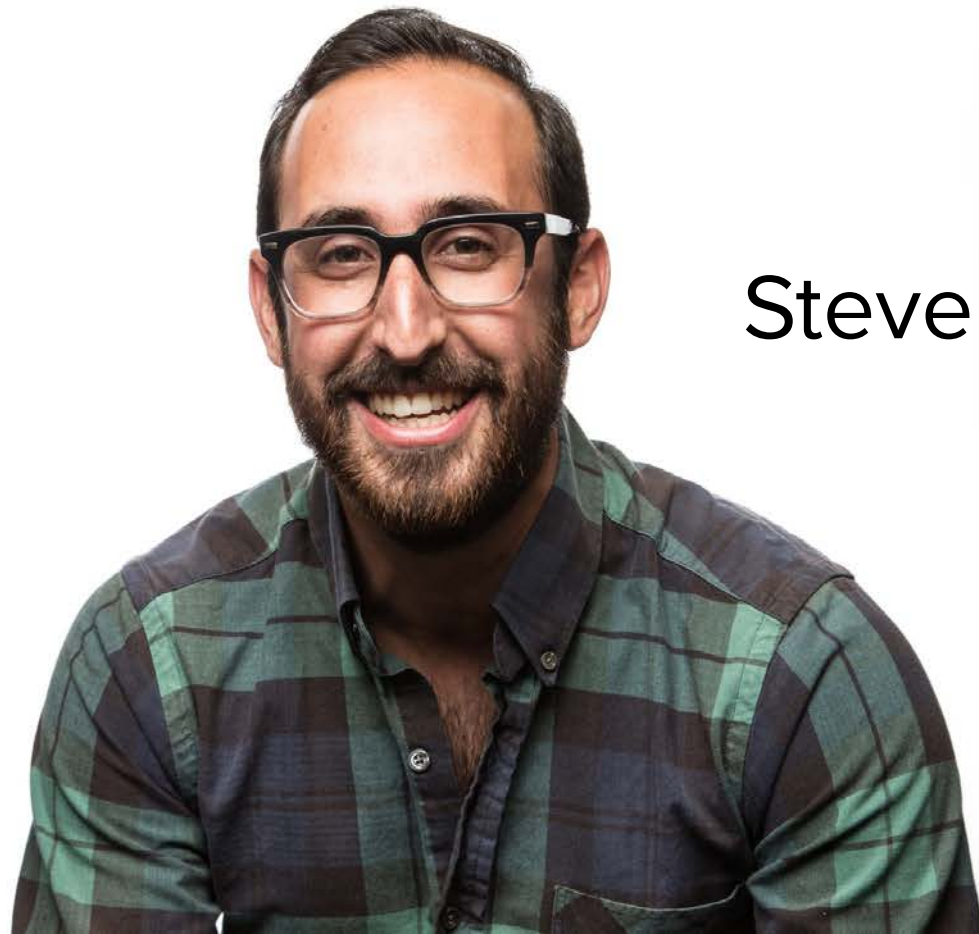
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**There is no
right answer**



