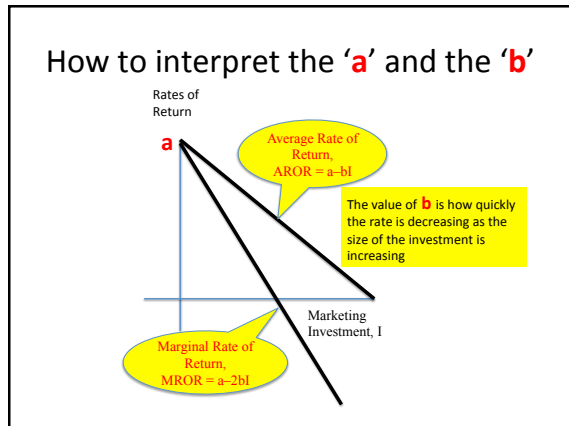
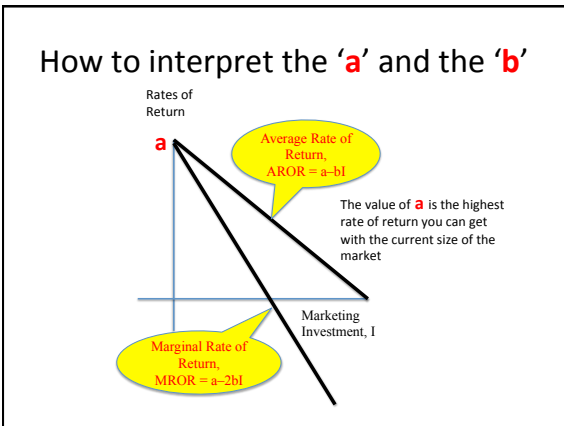
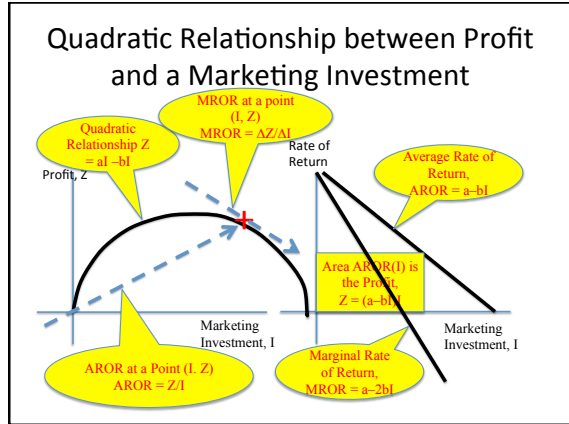


Growth In The Current Segment

Ted Mitchell



How to conceptualize

- An exogenous growth of the current market

Growing Markets are always more profitable than markets that are static or shrinking
 However, the amount that must be invested to achieve an optimal level of profit also increases

