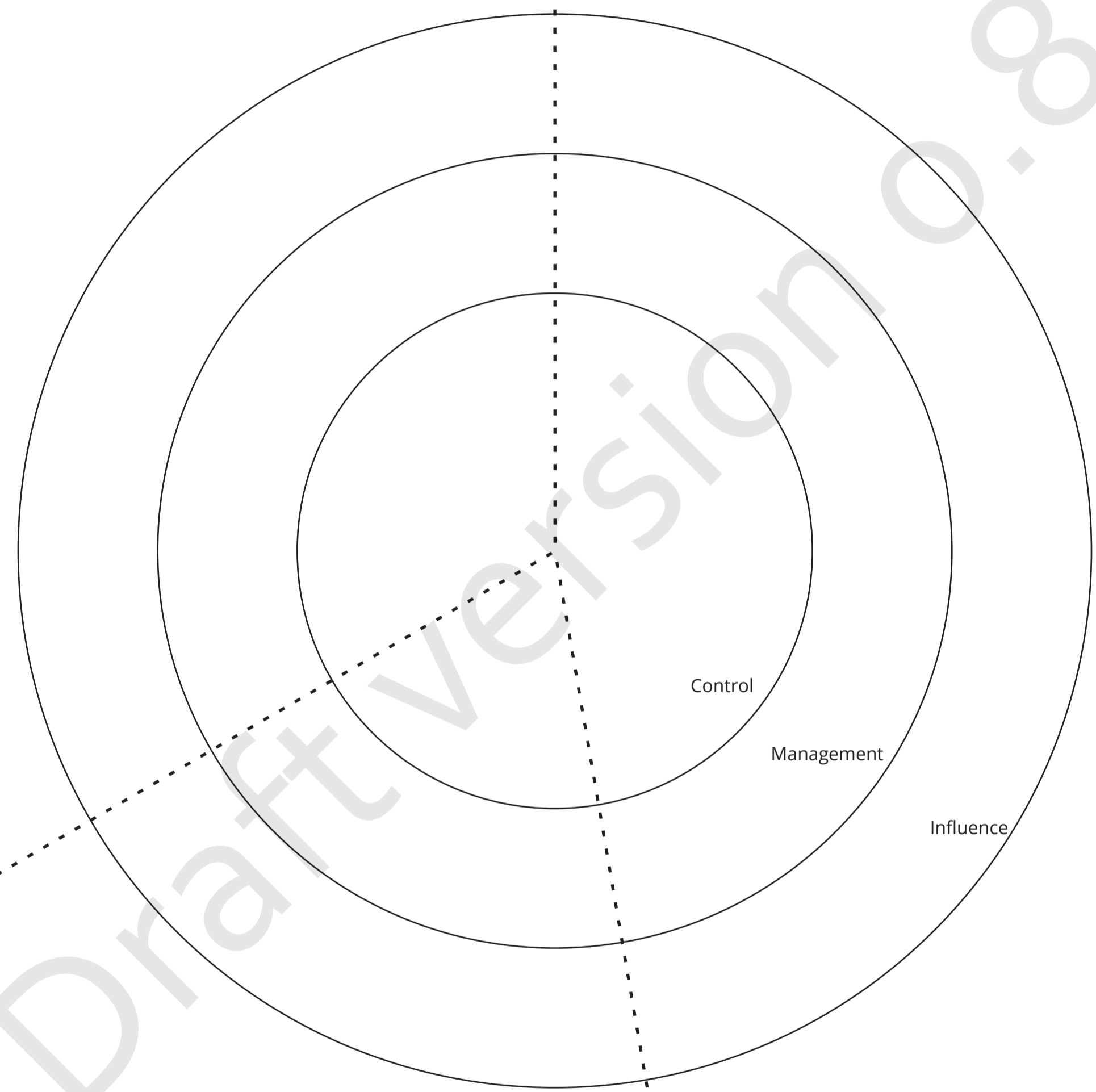


Post-Purchase

Pre-Purchase



Purchase

Post-Purchase

Pre-Purchase

Usage

New Product
Development

Delivery

Product
Awareness

Control

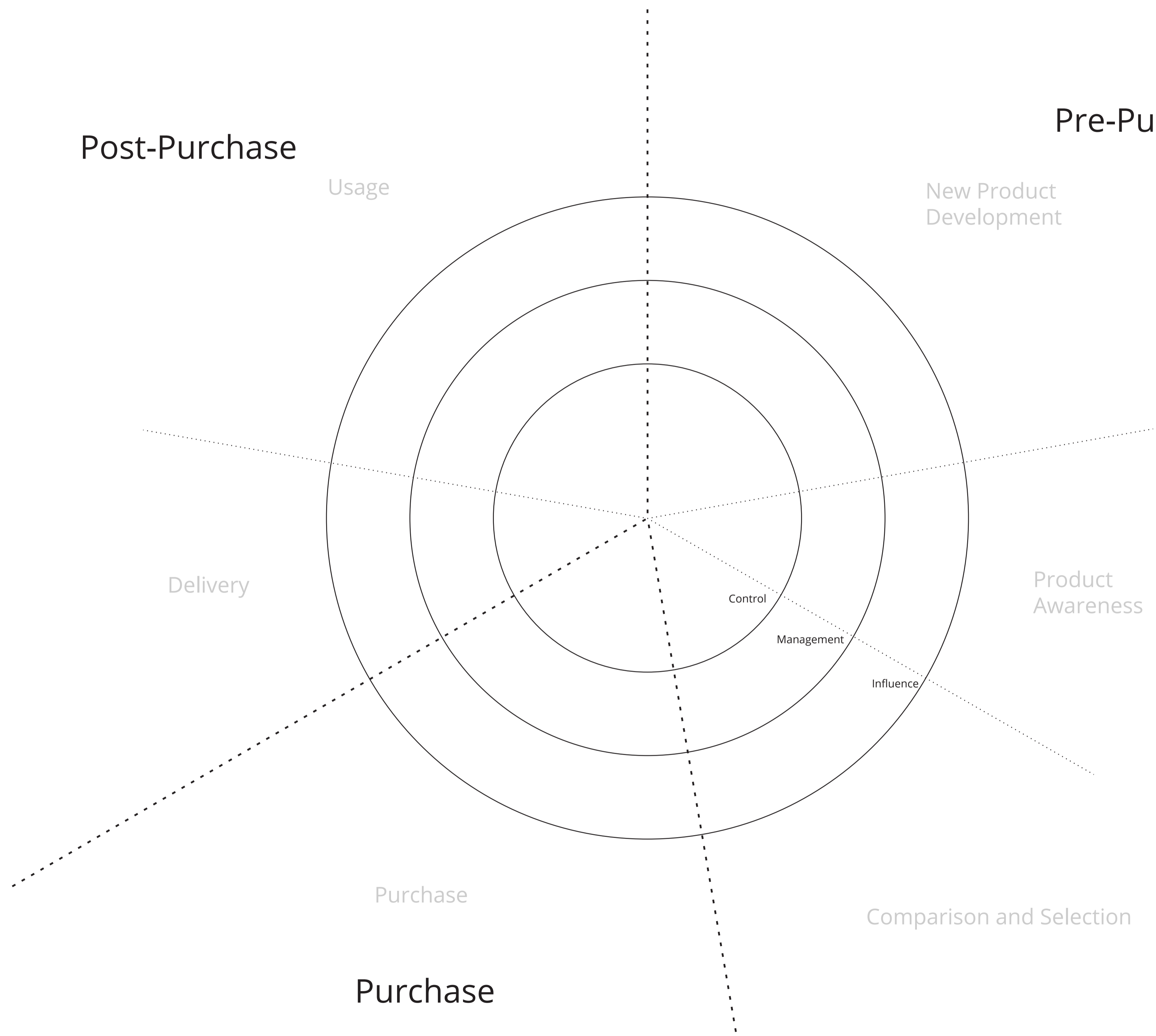
Management

Influence

Purchase

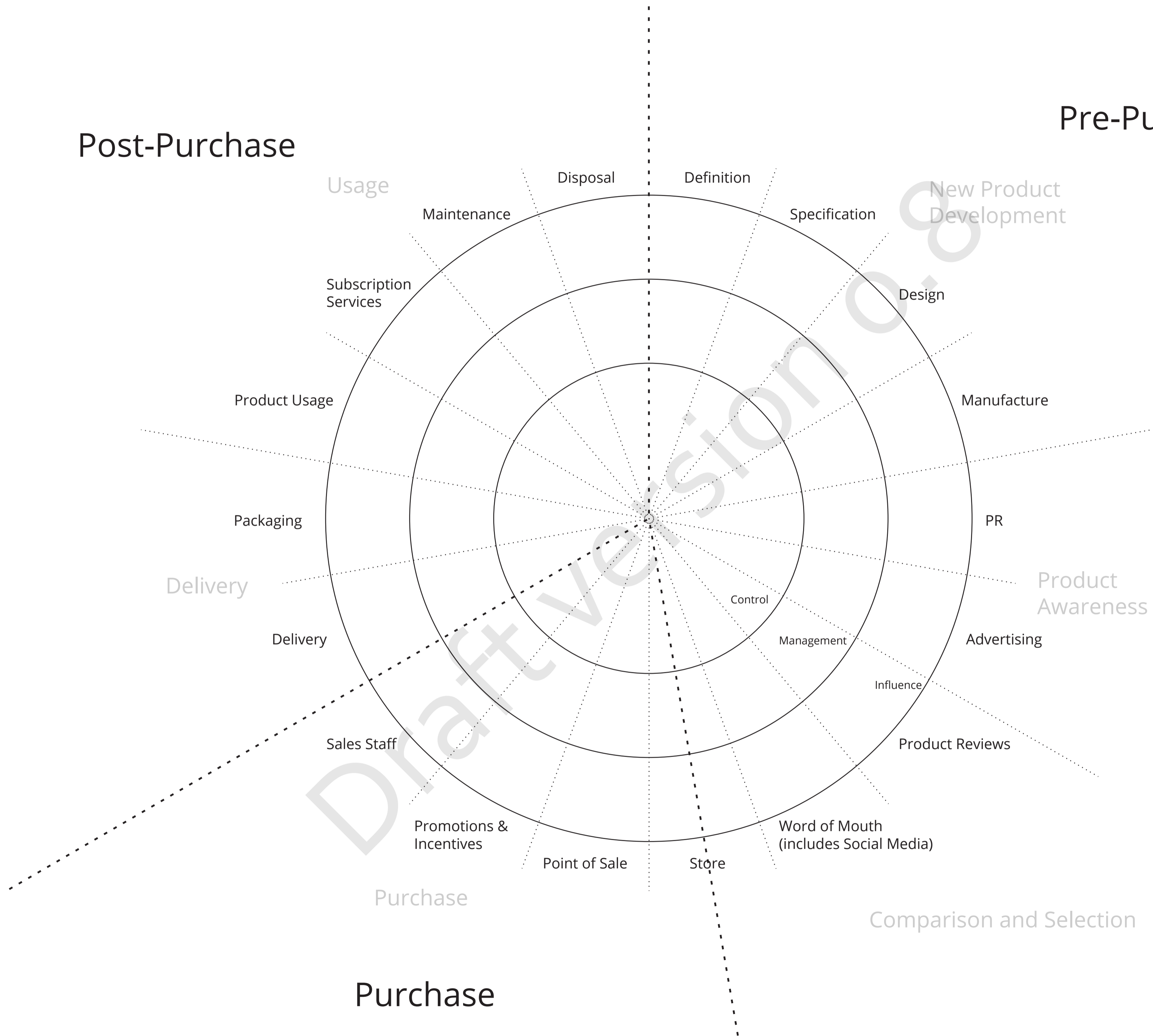
Comparison and Selection

Purchase



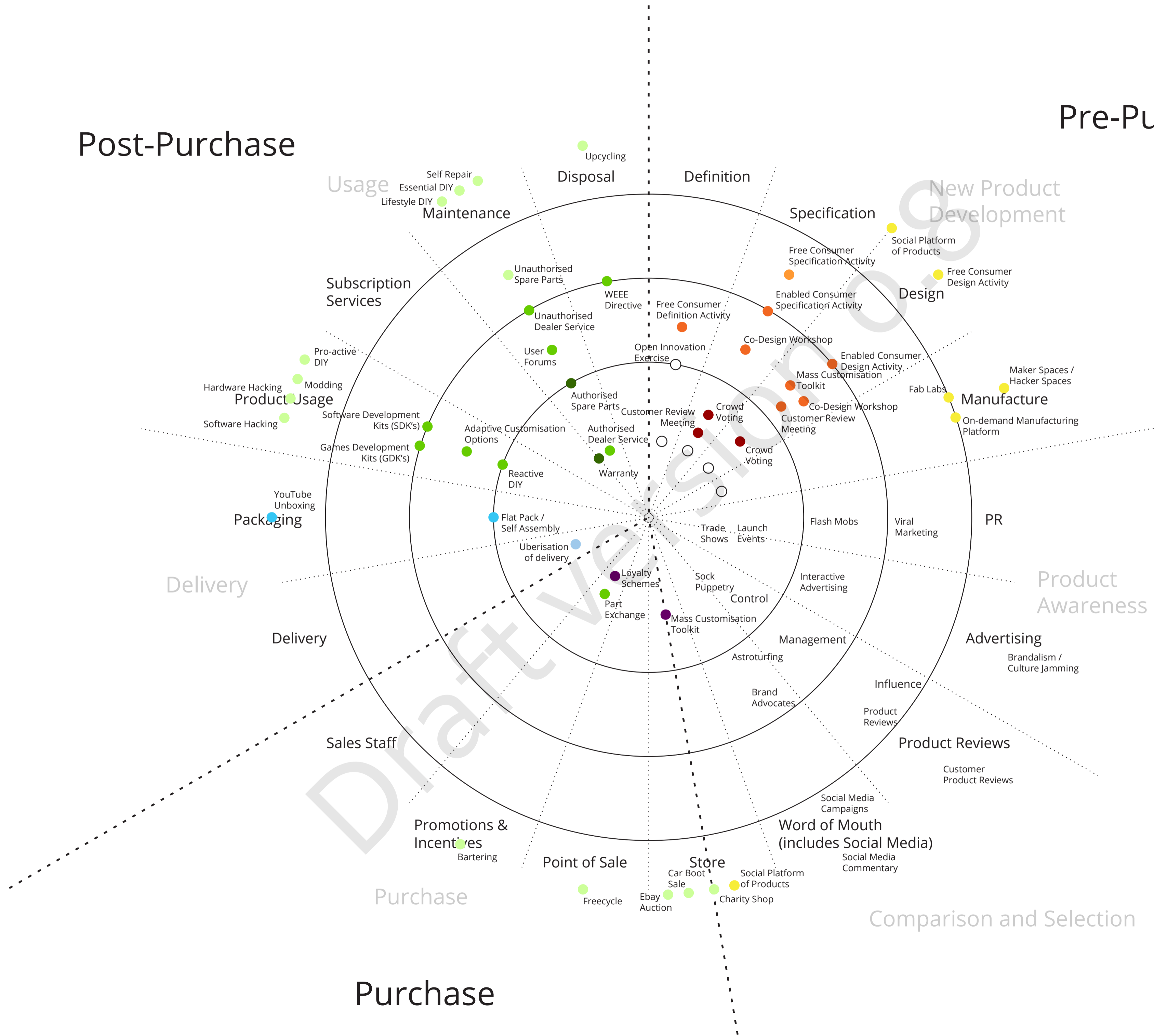
Post-Purchase

Pre-Purchase



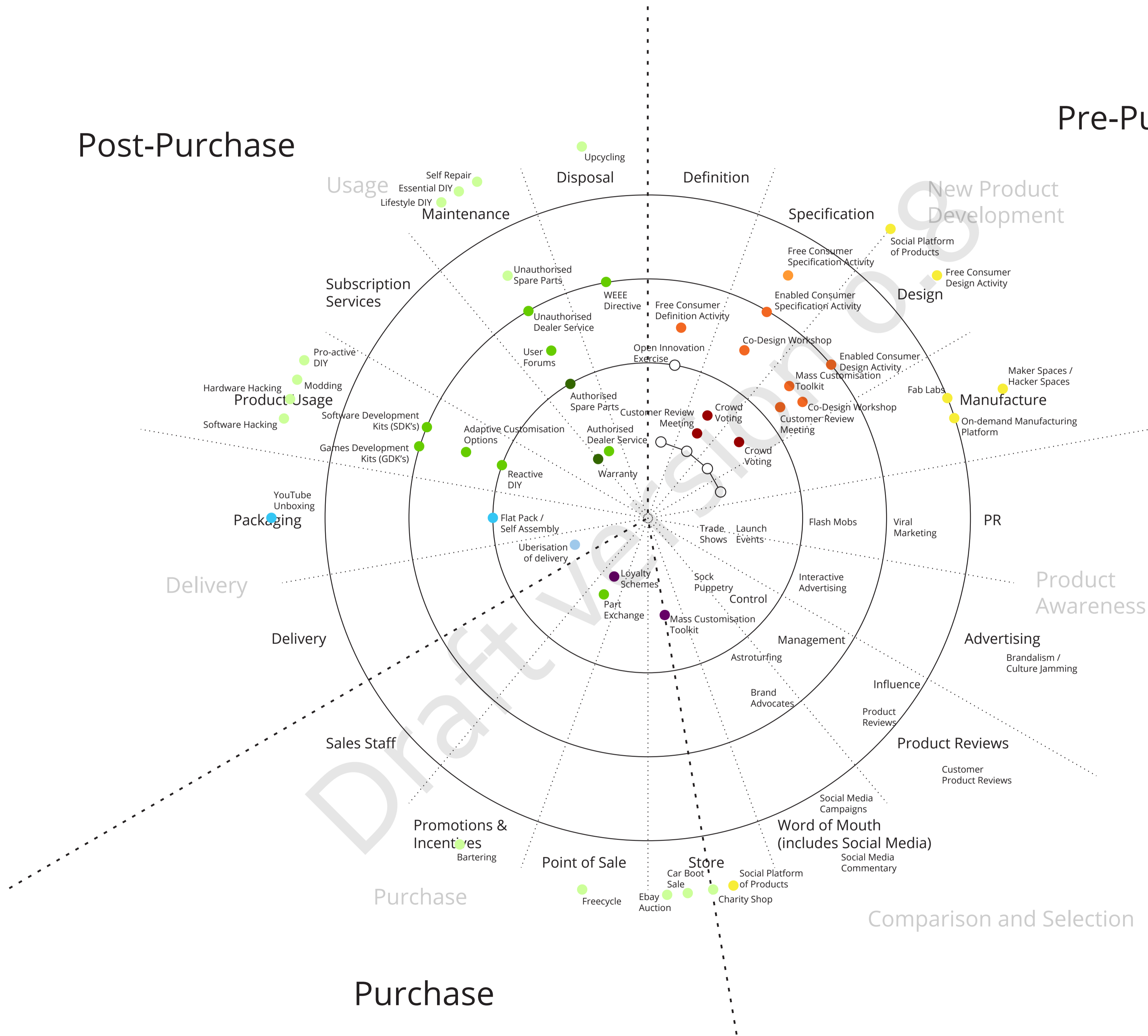
Post-Purchase

Pre-Purchase



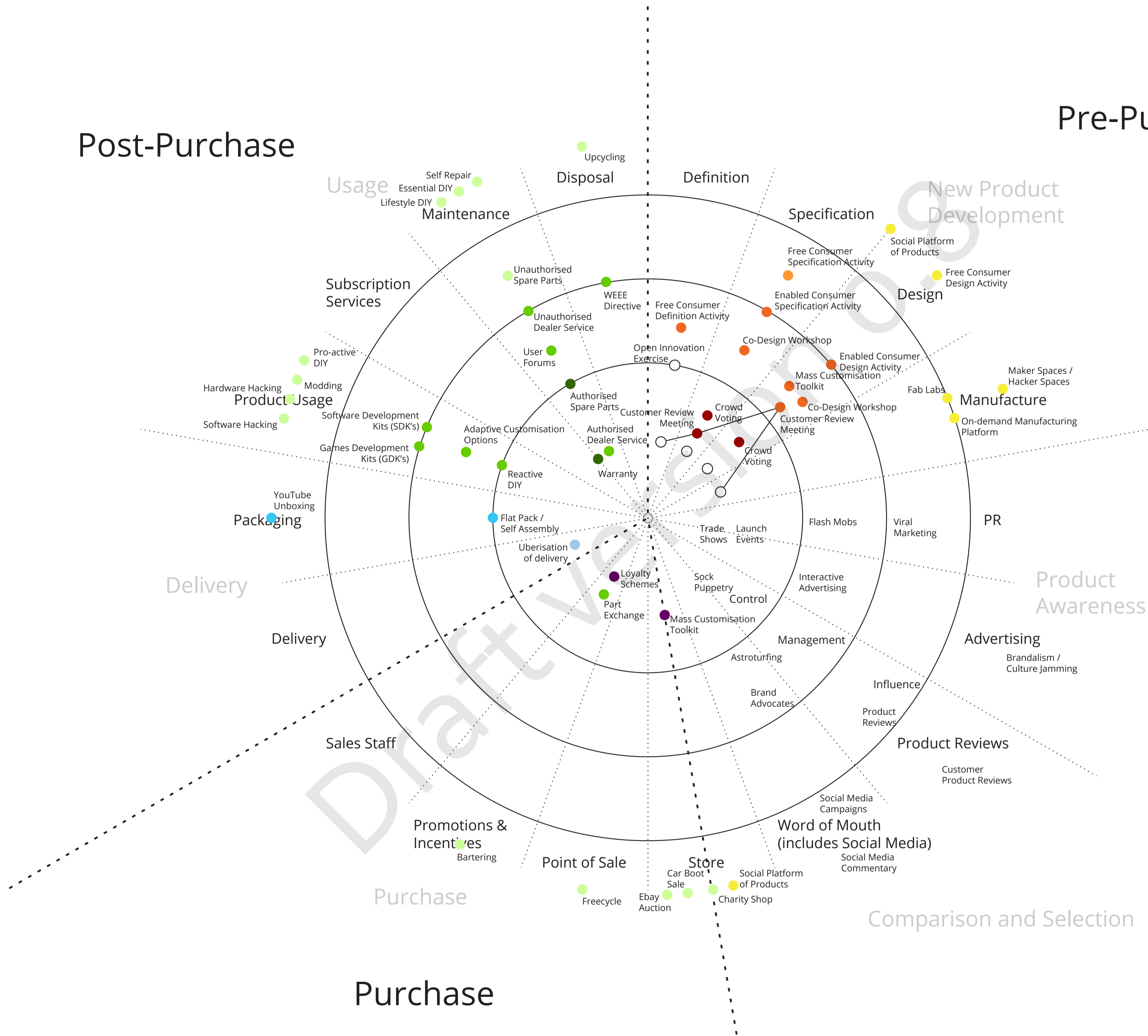
Post-Purchase

Pre-Purchase



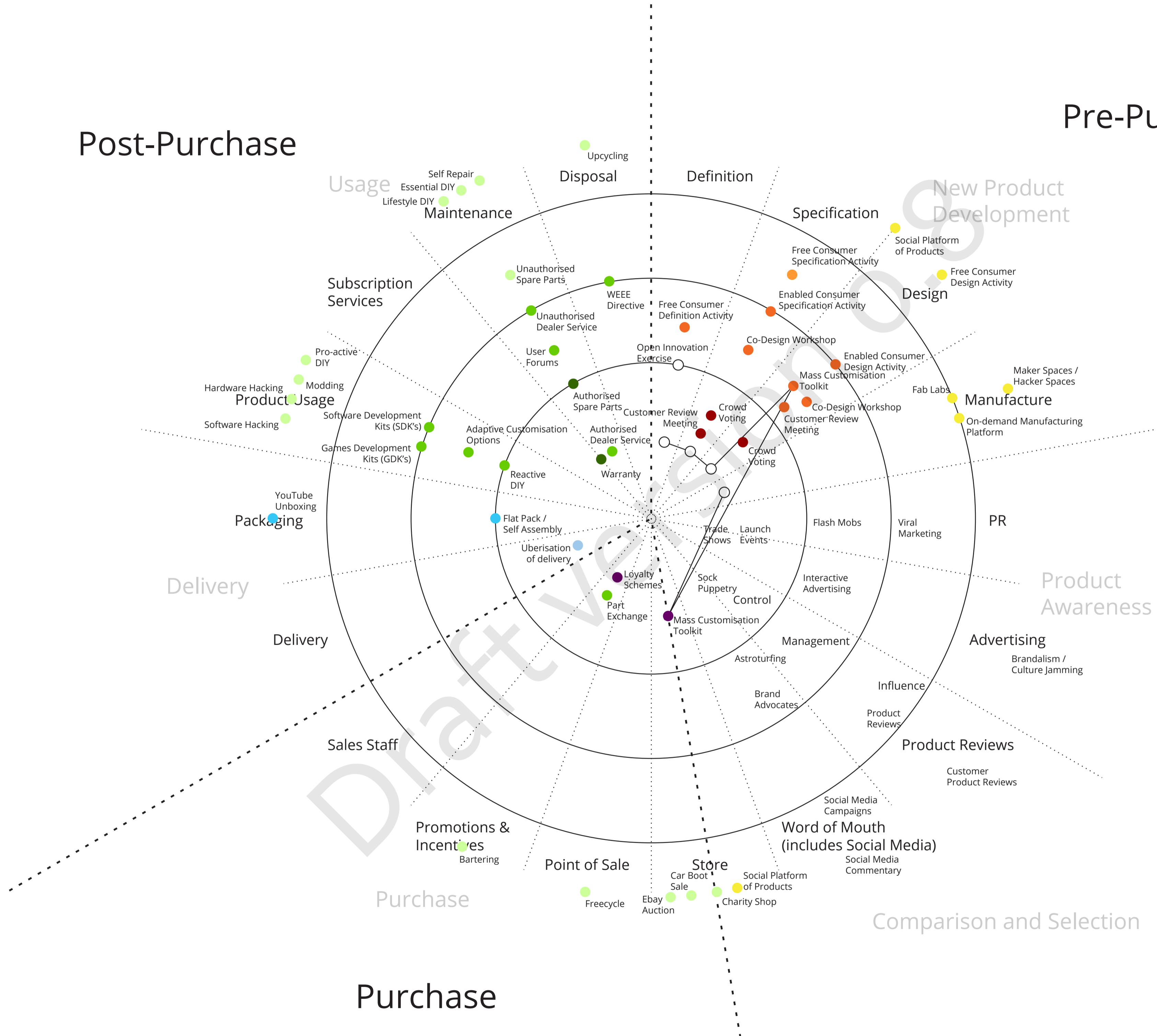
Post-Purchase

Pre-Purchase



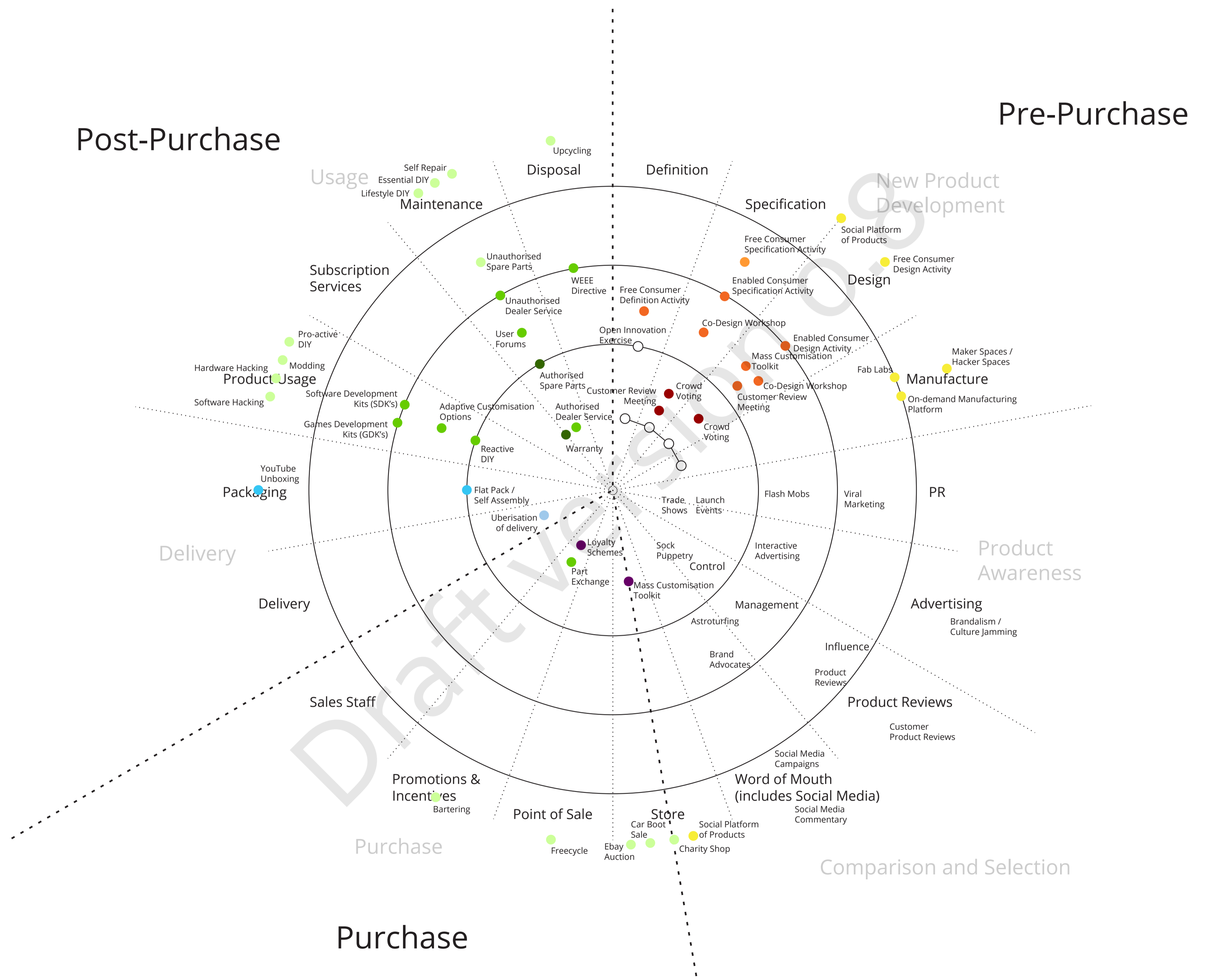
Post-Purchase

Pre-Purchase



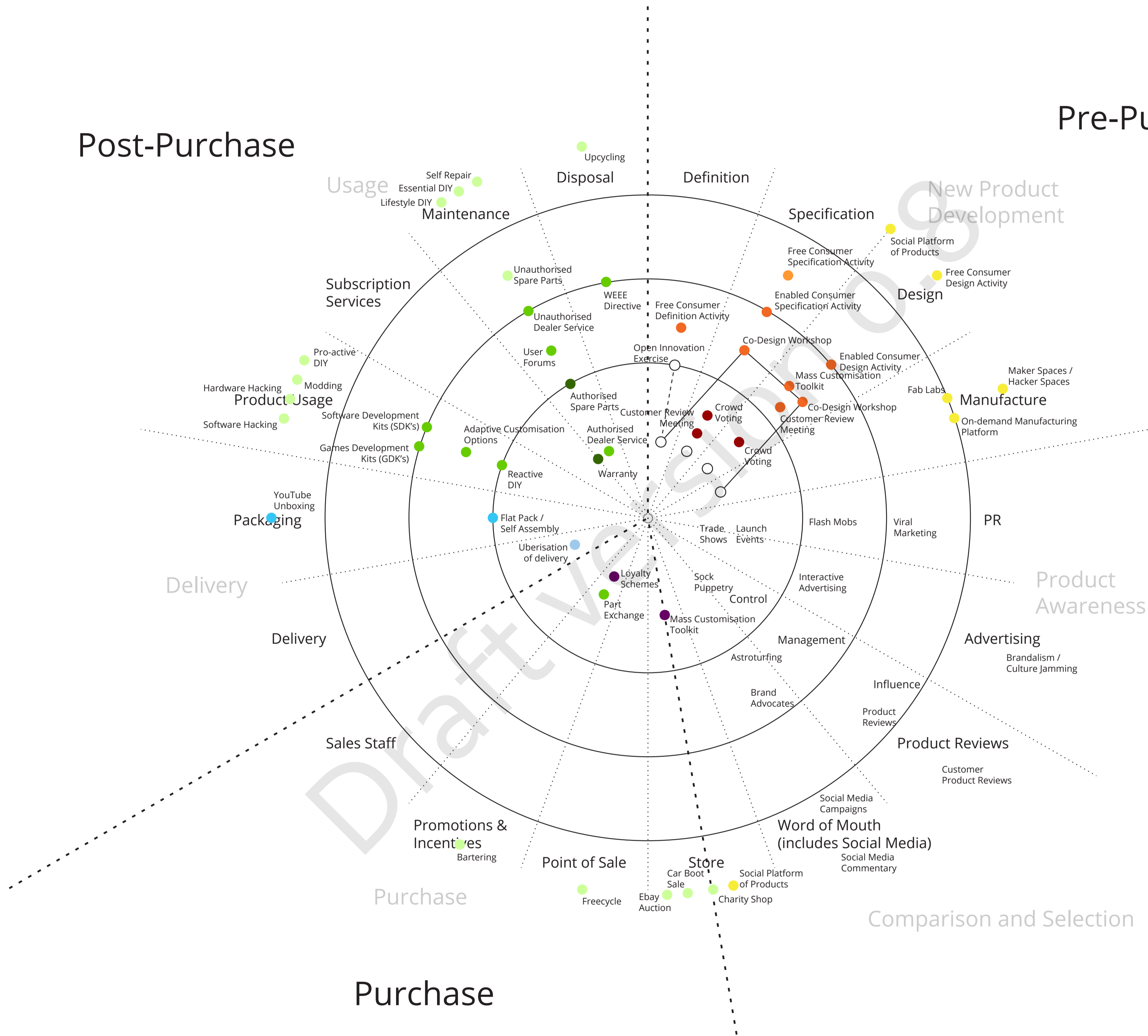
Post-Purchase

Pre-Purchase



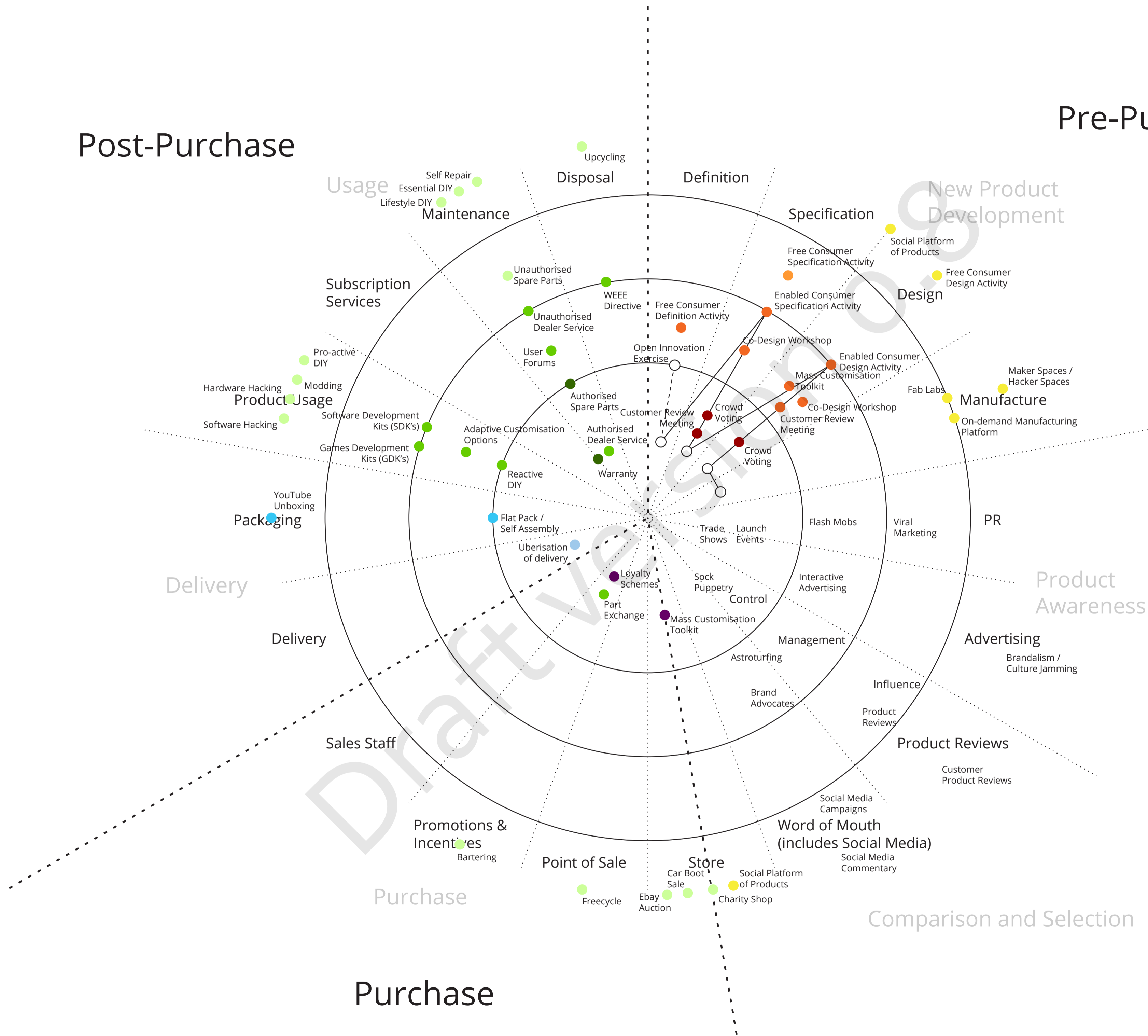
Post-Purchase

Pre-Purchase



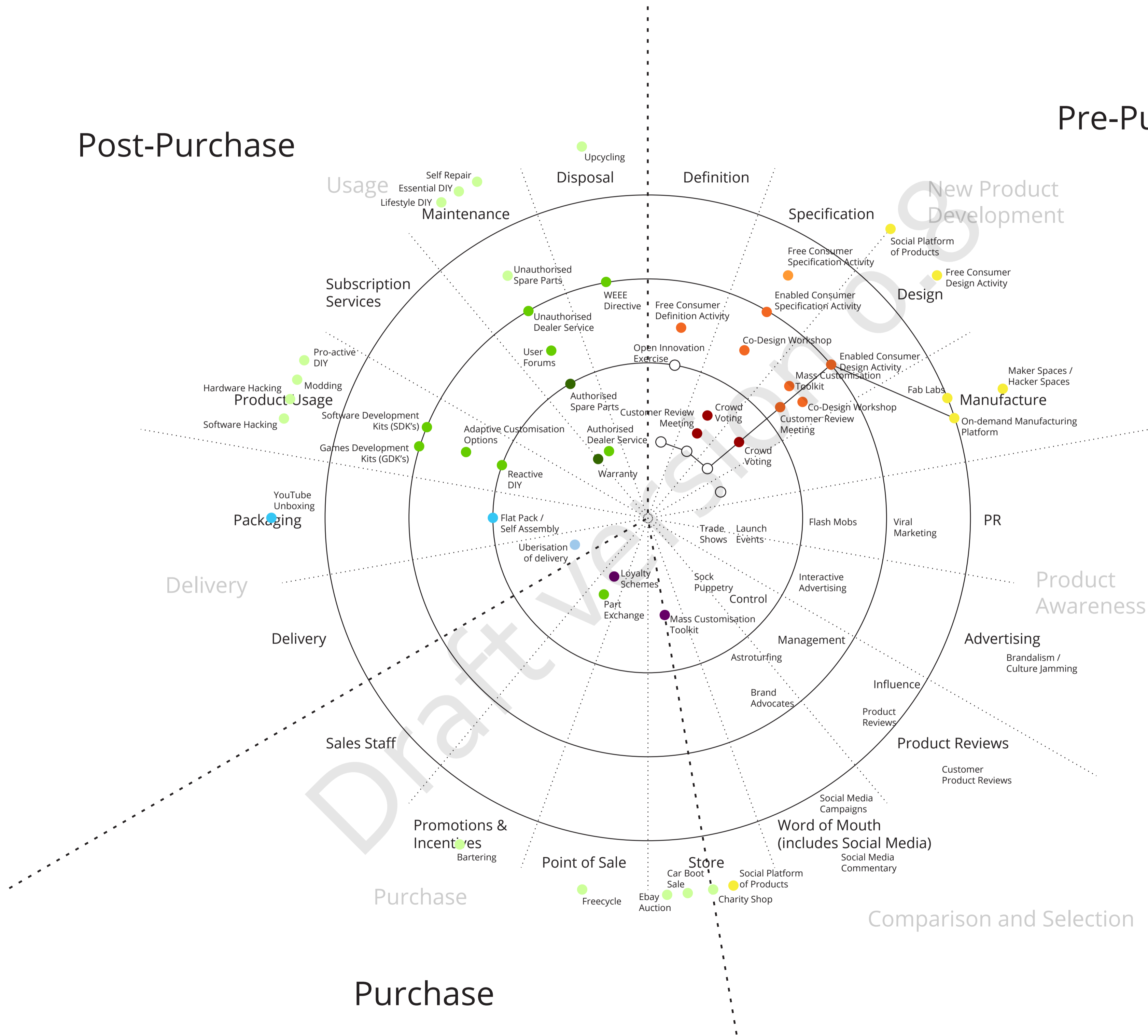
Post-Purchase

Pre-Purchase



Post-Purchase

Pre-Purchase



Post-Purchase

Pre-Purchase

