

B	I	N	G	O
Strategy	Benchmark	Disjoint	Review	Market Segmentation
Cost	Stated Preferences	Preferences	Bundling	Product Management
Sales Driven	Synergy	FREE	Conjoint	Indefinitely Tenured
Leverage	Risk Management	Market Research	Feature	Penetration
Equation	Consumers	Price	Trained Economist	Customer Value

B	I	N	G	O
Synergy	Bundling	Review	Cost	Preferences
Disjoint	Trained Economist	Market Segmentation	Consumers	Product Management
Leverage	Conjoint	FREE	Indefinitely Tenured	Benchmark
Feature	Price	Strategy	Customer Value	Risk Management
Market Research	Penetration	Sales Driven	Stated Preferences	Equation

B	I	N	G	O
Consumers	Price	Bundling	Penetration	Conjoint
Strategy	Leverage	Market Research	Stated Preferences	Market Segmentation
Sales Driven	Customer Value	FREE	Risk Management	Feature
Synergy	Product Management	Review	Trained Economist	Disjoint
Indefinitely Tenured	Benchmark	Preferences	Cost	Equation