

0i00 000 00000000  
000i 0i00i000

000000 0000i

000000. 00 0000 0 0000 000000000, 00 0i000000 i0 00000000, 00 i0 000i0000. 00000  
00 000000 00 000 000 0000000? 0i00 00000 0 00 00 0000000 00000 i0 00000000 00000000  
00 00000000000 000000?

000000 00 0 00 00000 0000000000 000000i 0000000000 0i0000. 00, 0000 0, 00 000000 0  
00 0000 0000i0 0000000 0 000 0i0000 00 000 00000 0000000 i 00 00000000 0 0i0000  
0000000i 000000, 00 00000000 0 00 0000000 000 0000000 i 00000000. 000 00 000i000000,  
00 000 000000, 0 00 0 00000000?

000000 0000 0000000, 000000000 0i0000000 00000000000 0 000000000 0 000i 0i00i00000 00  
000000000 0000i. 0000, 00 0i000 i0000, 00000 00 0000 000000 00 0 0000 i00 0i00i000,  
0 0000 0000000 000i0 000000 i 00 00000 0i0i000000 0000 00000. 0000 000000 000000  
0000000000i000 00000000000 00000000000 000 000000 00 00000000, 0000i00000 0000000i  
0i00, 0 00000 0000000000 0000000000i0i 0i000000i 000 0000000000 00000000000  
0000000000. 0000 0000000000 000 00, 00 0000 00000i 000000, 00 0000 0000000000 0000  
00000i000 i 00 000000 00i000 000 000i0. 00 0i0000000 0 0000 0000000i000 Coca-Cola,  
0000 000 000 00000000000 IKEA 00 00 00000000 000000 00000000 00i0 00000000 00000.

00i00 000 000000000 0 00 00000 00 0000 00 00000000i0 00000i0 00 0000i00i00i0 i0  
0000000000, 00 000000 00 00i0, 0000 00i 00 0 00000000i 00000i0.

0000i 000000

0i00 000 000000000

00000000 000000!

000000i, 00 00000000 0 00000.

0000000000, 00 0000 0 0000000 000000 0000i00 0000 000000000 i 000i00i 00000,  
00000000 0000 00000000 00 000000 176 0000i000000000 0000000 0000i00 000000000  
000000000000 00000 i 000i0000 0000 00000000 0i0 000 00 00000000000 0000000000000000000  
0i0i000i0 00000i0 0000000 000 00000000000 00000000 00 00000 00 0000 000i0, 0  
0000i0000i0 00 00000000 00i0 0000i0000i0 0000i0, 00000i000000 000ii0 0000000000  
0000000, 000 00000, 00000000, 00000000, 0000000 0000000 00 000000000 i 00000i00i0,  
00000000000 00 i0 00000000000 i 0i000000000. 00000000 00000000 00000000 0000000 0i0  
0000i 00 0000 0000 0000000000000000000000 0i0i000i0 00000i0 0000000 000 0000000000  
00000000 00 000000 00 0000 000i0, 000 000000000000 000i 00 000 00000 00000, 0  
0000i0000i0 00 00000000 00i0 0000i0000i0, 00000i000000 000ii0 00000000000 0000000,  
000 00000, 00000000, 00000000, 00000000 0000000, 000i0 -i 0i00000000, 000000, i0000  
000ii0 i00000000ii, 0000000000 00 00000i00i0, 000000000000 00 i0 000000000000 i  
0i00000000. 0000i000000 000000i000000 00000 0i000000000 00i000 0 0i0000i00000  
00000000 000i0, 00 000i00000000 0000000000 0i00000000 (00000000) 0000i0.

00000 0i00000 00000000000i0000 000000, 00 0000000 000000000, 000 0 00000000  
000000000000 0000000000000 (0i00000000) 0000i0.

0000 0000i000000, 00 00 0 000000 0000000000 00 i00000000000000i 0000i i0000 i 00  
000 000 0000i!

00000i, 00 00 0Caffeine0

00 0 0000000i

000000

0000000000

0 000000 000000 i0 000000000, 000 0000, 00 i 000000 0000i0 00 0i0000i0 00 00000000  
000000000. 000 000000 0i0000i000 i0 000 0000000i 00 0000 0000 i 00000000 00  
000i0000 0000000i0 000 000000i000 000000000 00 0000000 0000000i0, 00i 000000 0  
00000i 000i0000 00000i0. 00i 0000000000, 00 000000 000000i 00 0i00000, 00  
000000000i i0 0i0000, 0 000000i 0000000, 00i 0i0000i00000 i00 0i000i000,0 00  
0000000000, 0i00i000, 000000000i000 i 000000000i00i0.

00000, 00000 00, 00 000000 000 000000000000 0000 0i00000i 00 0000000 00000i0, i0000  
000000 0i0i0 000 0000, 0000000 00 0000i000 00000i0, 0 00i 0 00000i 00000 0i000.  
0000000, 0i 0i00 00 000i i00000 i0 0000 000000. 0000 0 000 000000 0 0000, 00, 0000  
00000 0000000000 i 00000 0000000000000000 0000, 0000 00 0 0i 000000000 000000i000000  
00000000, 0i 000i000i0000 00000000 000000000 00000000000000 000000i00, 000 ii 0000000  
00 0000000000 0000 000000000i, 000000000i 00 000000000000i 0 000000000000 0000000 00  
0000000 00i0i. 000 000000 000000000 0i000i000 000i00i0 0000, 00 000000000  
i00000000000000 00 0000000000000. 00-00000, 00000000 000000000 000i0000, 0000i00, 0  
0000000000000000 000i000 00 0000000, 0 00000000 000i000 00 0000000 0 000000 0000i. 00  
0000 000000000 0 000000000 00 00000000000. 00 00000000000 i0, 00 000000000 i0 000 0  
0000000000 0000 0i0000i000 00 000000 0000000000 00000000 00 000000000 0000i00. 00  
0000000, 00 00000 00000 00000 0 00i0i 000 000000 00000 000 000000 00 00000000.  
00000 000i 0 000 00000i0 00000000 0i0 0000000 0i00000 00000000000i0 0, 00i  
00000000000 0i00000000 0i0 0000000000 00 0000 0000i000000 00 0000 0000000000000  
00000000i0 0 000000 00i0i. 000i 000 0000000000 000000 00 000000000  
0000000000000000000i 000i000i000000i 000000i00. 0000i 0000, i000i000, 0000i0000 00000  
00000000 000 000000.[1 - Naomi Klein. No Logo.0 Vintage, 1999.]

00, 000000 0i0i 000000, 00000 00 000 00000000 0i0000i000 0000000 0 0000i 00000i0 00  
000000000. 00 000000 00000i 000000 00 00000i 000000, 0 00000 000000000i 00  
000000i000i 000000. 00 000000 0000000, 00 000000 0 0i00000. 0000 000000000 0  
000000000 0000 0000000, 0000 0 000000i0000 i 000i0000000 000000. 0000 0000000000  
0i00000 00000000, 000 0000000000 000000000 000000000, 00000i000 00 0000000000000. 0  
0000 00000000000 000 0000000 0000000000 000i, 0000 0000 000000, 00i 0i0000 i 00000  
0000000000 0 00 00 00000000i0i 000 000000000, 000000 000 i000000, 0000000i 000  
0000000000i0000i. 0 0000000, 000000000 000000 000000000 0i0000, 0i000000000 00000, 0000  
00 00000000000 00000000 0000000 000 000000000 i0 00 00000000 0000000ii, 00 0i00000i000  
0 00000000i00000 000 0000000 00000 000000000. 0000 00000 000000000i0 0000 00000000 00  
00i0 0 000000000000i0 00000000i 0 000 0000000000 000000i0 0 00i0i, 0 00000 00 000000.  
000 00 00i00000 00000i 0i00000 0000000000 00000 00 0000000i 00000000, 00i  
000000000000 000000000000 0000i00, 000 0000000i000-00i000000000 00000000000 00  
0000000000.

0000 0 000000 00000000 0 00000 0000 00000000i00000 0000i00 000000 i0 00000000 00  
0000000000 00000i0 00 000000 00i0i 00 0 0i0000 000000. 0000 00000000 0 000000000  
00i000 0000, 0000 0000000 0000000 0000000000 000000i00 00 0000000000 000000. 00 i  
000000, 00000000, 0 000000 00000000 0 00000 0000 000000000i0 00000i0 0 00i0 000.

0 00000i 00i00 000 00000000 00 00000000000000 000000 000000 00000 0000000000  
0000000000, 0 00000 000000i000 0000000000i0i 0i000000i 000 000000000 000000000000  
0000000000. 00 0000000000 0000i00000 000i 00000000i 0i00 (00-00, 00 00000000 0 00  
0i0000 i00000000i000, 00 000000 00 0000 0i0000i 00000000i 0i000000i 00 i00000 000000  
00 0000, 000 00000000000 00000000 0i0), 0 00000 000000000, 00 000000000i 00000000  
00 000000, 00 000000i 0000000000 00000i000 00 000000, 00 000000 00i000 000000, i 00  
0i0000000000, 0000 00 0000000000 000i00. 00 00000 0000000000 000i 0i00, 0 00000  
000000000 i 0000000i00000 0 0000000000, 00-00 00 000000 00 0000 0000000 0 0i0000i, 00  
00 i0000 000000000 i0000000000i0, 00i 00000000000 000 000000000 00000 00000000, 00  
00i00000 0000000 000000000i 0 000000 00000000. 00 00 0000000000 0 i00i 0i00, 000,  
0000i000, 00 00000000 0000, 000 00 000000000 000i.

0 0i0 00000i 00000000000i 000i 000000000000i 00000000i 00000. 0 00000, 0000 0  
000000 000000 000i 00000. 00000 0000 00 000000000 0 0000000000, 00i 00 000000 000  
0i00, 00000i000i 0 0i0 00000i. 000i 0 000000 0000000, 00 00 000i0000000000 000i  
0i00. 00 0000 0 000i 0000000 0000000, 000 000 i0000 00000 000 00000, 00 i00000 i00i  
0i00, 00i 0000i000 0000000000 000 00000000.

000000, 0000000 00000000 00000000000 00 00000000i0 0000i 0 0000i 00000, 000 000i000,  
00 00000 0000 000000000 000000 000000 000 i0000 000 00 i0 0000000000 0000 00000  
0i0000, 0i0 i0000. 0000 00 000000000 0000000000 0000 00 000i00 i 0000000000 000i0  
00000 0000 0000000000000000 0000.

00 00000000 00000i 00000000 00000000 0000i0 000 00000000 00000i0 0000000, 0 00000  
000 0i0000 0i0 00000000 00 0000000000. 00 000 000000000, 00 0 000 000000 000000,  
00i 00000000 00000000000 0 0000, 000 0000000 000 00 0000 0 000000. 00000i000 00  
00000000 0000i00 00 0000000000 00000i0 000000, 00i 0000000 0000 0000000000 00 0i000000  
0 00000i00000i 000000i0.

0 000-0000, 00 0000i0000 000000 00 00000000 0000i000 00000000 000000000000 0i00 0 00  
0000 000000, 00 0000 000000i00000, 000 i00 0i000i000, 00 00, 00 00i0000 000  
000000000i, 00i0000 i0, 00 00 00000000i 0 0000i 000000i 000000000000i 000i 000000000  
0000. 00 00000000, 00 00 0000000 i 0i000 0i0000i0000 0000i0 00000000 00i 000000.

000 00 0000000 00000000 0i0i0, 00 000000000 0000 00000i0 00 0000000000 00 00i, 00 0000  
00000, 0 0000i0000 0000000000 00 00i00000. 000i 0 000 0i0i0 i00000 00 0i0000i, 00  
00 000000 00000000 0 0i0 00000i, 0 00 000 00000 30 000i0. 000i 0 000 00000i 000i  
00, 00000000, 00000000 00000i000 00000000 00000000 00000i0, 00, 0i 00000 0000,  
00000000 0 00000i 0i000 0000000i000 00 0000i0000000i000 0000000 00000i0. 000000000  
00000 0i0, 00 0000000000 0i000 00000000000, 0000 0i0 00000 i, 00000000, 0 0000 0i0  
000000. 000000 00000000 00000000 0000i00 0000000000 0000i00000 0i0000i0000 000000i0,  
00i 000i000 00000000 0i0, 00, 0000i000000, i000000 00000000000, 0 i000i 0  
0i0000i00000 00000000.

00 000000 0 000000 00 00 0i0i000 000000i00, 000 00 00 00i00000, 00 00 0000000000  
ii 0000 000. 00 000000, 000 00 0i0000 0000000, 0 00000 0i000i 0000000000, 0 0 00000  
0 00000000. 00 000000 000000 00 0000000000 0000-00i 0i00, 00i, 00 000 0000000,  
0i0000000 000 0000i0000, 00000000 i00i. 000 0 00 000000 0000000000 000 000 00i0 i 0  
0000-00000 000000. 0000 00 00000000000 00i 0000i00, 00 000i0000 0000i 00000000 000  
00000000, 00i 00000000000 0 0i0000 0000i000, 0000 0 0000 00-i00000 0000000 0i00i  
00000 0000.

00 00000000 0 000000 00 00000i00000 000000, 0 00 0000000 00 000i00 0 0000000000,

00000 0i000i000 00000 00 0000000i0 000000 000000i.

00 0i0i 000000 00 00000 000000000 00000000000 0000000 00000i00, 000 000 0000  
0i000 i 000000i00. 0 0000i 00000000000 00 0i00000 0000000 i 00000000 0 0000i  
00000000 00000 0000000 0000000 000000000000000000 0000i 00000i 0000i00 00 00000 00  
0000, 00 000 00000 000000000000 0000000. 00000i000 00 0000000000 0000000 00, 00  
i000i 0000 0000 00000000 000000, 0000i0000 000000 00 00000i00, 0000i0000 00  
00000000. 00 00 000000 000000000 00000 00000000, 00i00000 00 00000: 000000000 0 00 00  
0000000000000000. 00 000000000 000000i00.

00 0000i000000, 00 00 000000000 0000000000 0i0 000000 0i0i 000000 00 000000000  
00000, i0 0000 0000 0000 000000000.

000000

000 0i00 00 0000000

00i000 0 0000000000000 0000000000, 0i0 0 00 00000000 0000i00, 00000000 0000, 00  
000000000 000000i i0000ii 000000 000 0000000 000000000 00 000i00000000 00000, i  
00000000 00 00000 0000000000000 00000 000 000i0. 0 0i0 00000i 00 00 00i0000 000  
0000000 000000000 0000000000000 000 000i00 000000000 0000, 000 00 000000 0000i000,  
00 000000000 0000i000 00 0000000i 000000000, 00000 00000000i 00000 00000i0 00  
000000000.

0000 00i0 0i0000 000i, 0000000, 00000 000000000 0i0000 0i0 000000000 i  
00000000000. 000000 000000i000 0000000000 00 000000i000 00000i000000 i  
00000000i000000 00000i0, 00i 00000i00000 00 000000 000 i000000i00000 i, 0 000000000  
0000i, 00i0000000000 0i0000i000 000i0i 000000ii 0i0 0i0000000i i000i0. 000000  
000000 0000 0000000i 00 000000i 00000 i 0 000000 00000 00000000 000000000 00000  
00000i0, i0000000000i, 00000000, 00000 00 000i00 0i00i 00000 00000000. 000000ii  
Harley-Davidson 000i00 000000 000000000 000000000 00i00000000 000 000i0 000000i0.

00000000 00000i0, 0i 00000 0000, 00000000 000i0000 000i 000000 00000i0000  
00000000, 000 000000000 0i0000000 000000000i000 i 0000000i000 00 000i0 00i000i0,  
0000 000 000000 00000000 00000i0 00 000000i00 0000 00000 00000000 000000000 0  
00i00000000 i 000000000 0000000000 000000000 00 00000 00000000 00000i0.

000000 00 000000000

000000 0 000i00. 000i0 0000000 0000, i0000000 00 00000000000, 0000 0000000000  
0000000000 000000 000i0. 0000, 00 000 00000000000, 0000000000 000000 00000000  
0i0000; 0000 000000 000000000000 000000000i000 00 0000 i 000i00 000000000 000000 0  
000 0000000000 00i0 00000000 00000 0 00 i 0 0000000 000000000, 00 00000 0i00 000 0  
000, 00 00000000.

0 000 0 00000 i 00000000000 000000000 00000i0 0000000 000000 00000i00, 0i00 00 00000  
000000000 000000, 0000 0000, 00 00000000000 000000000 00 0000000 0 000000000, 0000  
0000, 00 0000000 000000000000 00 00000i000 0000000 00000i0 00 00000000 00000000i0 0 i  
00 00 00 00 000000000 000 0000000 000000000 i00, 00 00i000i 000000 00 000000000ii, 00i  
i0 0000, 0000000 00000 0i0000i00000i0000 00 0000000i0000i0 00 000000000 000000000  
0i000000.

0000000 i00000, 00 0000, 000000000, 0 0000000000000 000000000 000000. 000 00000000000

000000 000 00000i000, 000 0000000000 000i000 000000 000i, 00 000 0000000, 000  
000000000 000i, 00i 0000000 00000 00 000000000 00000000 00000i, 000 000000000  
000i, 00i 0000000 000 0i00000000 0000 i0000000 00 0000000000, i 00 00000 000i, 00i  
000000000 0000 000, 0000000000 000 i 0000000000.

000000 i00000, 000i0000 i000000 00.

00 000 00000000

00 0i0000 00 00000000 00000 0000000000, 0000 0000 0000000000 000000000 000000000, 000  
00000 00i0000 0000000000, 00 000 0000000000 000i, 0000 000, 0000000000 000000 00  
00000000 000 000i00, 0000000 00000000000000 00 000 00 000000000 000i 0i00i000.  
0000000000 0000000 0000000000 0000000 000000000i (000000000, 00 00000i), 0 00000  
0000i000000 000000i0, 00 0i0000000000 00i000 00 000000000, 0 i 00000000 000000i00  
0000000 00000000000 00 00000000000000 00 00000000 000000000 00000i00000000 i  
00000000i00000000.

00 0 1960-0 00000, 0000 00 0000000000 00i000i0 000000000 00000 000000i 0000000i  
000000i000 000 000i 000000i 000000, 0000, 0000i000, 0000000 0 000 00000 000000000  
00000i0, 00-00 Heinz, Cadbury, Hoover 00 Mars. 000000, 00 00 i0 000000, 0000000000  
000000i 0 0000000000 00000i000 i 0i000 00000000000i 0 0i000000000 0i00 0000 i  
0000000000 0000000000. 000000000 00000 000000 i0000000 00 00000000 000000 00  
000000000000 0000000i 000000i 00 0000000000 00000i0. 000i 00000000 00000i0  
00000000000000000000 0i 0000000000 000i0000 000i0 0000000i0 000000 (00 0000 0 0i000i00  
0i0000 00000000 00000000ii Volkswagen 00 i0000000 00000000i0 Beetle), 000 0 0i0000000i  
0000000i0 0000000 000 00 000000i00000000 00 i0000000i0000000 0 i0, i0000000i000, 000000,  
000000i0.

0000 00000i0 0 0000i 000000

00000 000000 0 0i00i 1970-0 i 00 00000000 80-0 000i0 00000000i0 000000i0 000000  
00000000000 00 00i 00000 0i00000. 000i0000 0i00000000000000000000000000000000, 00000  
0000 00000000000i 0000000000, 0 0000000000i0 00000 000000i00, 00 000000 0000000 0  
0000000000i000ii 00000 0i00000. 00000i00i 0000000ii, 0000000000 0000000000i000i0, 00000,  
00000000i 00 00i000000000ii 0 00i 0 00000i00000 000000 0000000000 0000 0000000000.  
000i0000 00000000 00000i0 0000000 00 0i000 0 000i0 00i0000000i, 0000000 00000  
0000000i000 00000000. 00000000 00000 0000i0000 000000000 00 00000000 0i 00000000, 000  
00, 00 00i000, 00000 00000000 0000 00000000, 00i 00000000 000 0000000000 0 0000  
00000 000i000 00000 00000 000000000000 00000000. 000i00 0000000ii, 00i 00000000000000  
i00i 0i000, 0000000 000i000000000, 00 00000i000 000000 0 0000000 0i0000000 0i00000 0  
00 000i00 000i00 00000000 0000000i000 0000000000 000 0i0000 00 00i000000 00 00i000000 0  
IBM0.

00 000 000 0000000 0000000000 00 0000 0i0000, 0i0 0000000 00000000 000 000000, i0  
0000000000 00 0000000000i 00 000000000 00000000.

0000000i00 00000000

0 1990-0 i 00 00000000 2000-0 000i0 00 000i0000, 00 000000 0000000000 0000 0000000,  
000 00000000 0000000i00 00000000. 000i0000 00 000000000000 000 000000000 00000, 00 00000  
0i0000i00 0000000 00i000000i 00 0000000000i 00000000. 0000000i0 Virgin Atlantic 0000000000  
00i000000 0i000000 0000 00000000000 000-0i000, 000000i 0000000000000000 00000i0 00000i0  
0i0 000000 i 000000, Apple 00000000000000 000 0i00 00000000 000000000000, 000000i  
0000000000000 000i0 0000000000000000000000 0000 0i00 i 000 0000i0 0000. 000i 000000  
000000 00 0i0000 000000000000 0i0000000 00i0, 0 0 000000000 000 0 000000.

0000000 000000i00

00000 00 00000000000 0 000000i 0000000i 000000ii, 000 00 0000000 00000i0.  
000000i000 000000000 000000, 000i0000 00 000i00 i0000000i0 00000000 00 000000i 00  
000000. 0000000i 000 00000 0i000000000 00000 0i0 0i00000, 0000 0000 0i0000000 0  
0000 00000000 00000 00000 i 000 00. 000i, 0000 00000 0000000 000i0000 0i00 00  
000000000000000 00000000, 0000 00000 0i000000, 000 00000i0 000000i0 i 00 0000  
000000000 00 000i0 0000i0000i0, 0000 00000 0000000 0000000000 00 0000i000000 000i  
00000000i 0 i00000000i, 0000 00000 00i00000000 0000000000000 0 000000i0 00000  
000i0000i 000i0, 0000 0000000000 000i0 0000i0000 0000000, 00 0i0000 000i00,0  
0000000 00000 00000000000 000000i 0 000, 00 000000ii 0000000 00i0 0i0000.

000 0000 00i0000 0i0000 00 00000000000 000000 000, 000 00 0 i 00 000000, 00000 i0  
0i0000000 00, 0000 00 00 000000. 000000 000000 0000 000 0i000 00000000. 00 00, 00 00  
000000000 000i0 0000i000000, 00i000000 0 000, 00 00 00000000 000i0 00i00000? 00  
000000000 00 0000 0000? 00 000000000 00 000000000 000000000 000000, 0000 0000 0000  
000 0i0000? 00 00i00000 00 0i000000 000000i00 0000000i0?

00i0 0000000 00 0i0000 000000, 0 0 00000000 000000000. 00, 00 000000000 00  
0000000000 00000, 0000i0000 000000 i 0000000, 0000000000000 00 000000 000i0  
0i0000000i. 0000 000000000 00000000 00 0000i0 00000000 000000000 00000i0 00000000  
0i00i 00000000, 00 000i 0i0 0000000000 0000i0000, 00 000000 000000i000 0000000,  
000000 0000000 0000000000i, 0i00i000i 00 0000000000i i00i, 000 0000000  
00i00000i0000i0 i 00i000i0, 0 00000 0000000000 00i0 000000i0 000000 0i00000 0000000  
0i0i i00i.

000 00 000000 0000 000i 0000000 00 0000000 00 000000000, 000 00 000000 00 0000000000 i0  
0 00 00 00 0000 00000, 00 00 i0000000000 0000000i 000i000i000000i 0000000,0 00  
0000i000000, 00 0 0i0 00000i 00 000000000 00, 00 00i0000 0000 000000 0000 000 000  
00000000 00000.

00000 00 0000000 000 00, 00 00 0 000000000000000 00000i0; 00 000000000 i0 000i00i0000  
00000000 0i0000000 00000000000000 00 0i0000000 0i0000000000000. 0000 000000 00000 00000i  
0000000i000 000000000 0000000000 000000i0 00 0i00000i000000000i. 000 00i0 00000, 00  
000000 000000000, 00 0000 0i000 000000i 0 000, 00 00000000 0000 00000.

000000 0 00 0000000 00000 000000000 0 000 0000N 00 000 00000 0000000

00000i-0000 0000 000, 00i0000, 000i00000 00 00 i 00i0000 00 00000i 000000000. 000  
0000000 000000 0 0i0000i 0i0000000i 0000000, 0i0 0000000 00 00000000

00000 i0 00000000000i000 0000000000 0000000000 0000 00000i0 0 00, 00 0000 0  
00000000000000 00000, 000000000 0000000000 0i0000000 00000000000 00000000 000 0000000 00  
00000000 00 000000 0i0000i 000000i. 00i0000 000i0 00 0000, 00 000000 0000: 000 0000000  
00000000 00 000000000?

000000000i 000000 0i000 000000000 000000000 00000000 0i0000i 000000 00 000 00000  
0000000, 000i0000 00000000 0 00 0000000 00000000 0000, 00 00 000 0000000, 0000 000000  
00000. 00000000 0000000, 00 0i00i000 0000000 0000i000000 0 00i000000i 000000000. 00  
000000000 000000 000000: 0000000 0 00 00, 00 000 0000000 000 000, 0000 000 00000 0

0i0000i0. 000000000000 000000 00000 00000000i00, 0 0000000 0 000i0 i00000i0 00000i  
0 0i.

00000 00000 00i0000000. 00000000, 000i 000000 00 0 00000000 0i00i00000, 0 0 00000  
00000000 000000 i 00 00000000000 00000000i 0i00000i. 000 0000000, 0000 0000 000  
000000 0 000i0i 0 0i0i 0 0000000ii, 00 00 000i0 0000000000 0000 00 000000 0000  
0000000000. 000000 0 00 000000000 00i0 0i0, 00i 00000000 00 0000 00000000 00  
0i0000000, 0 00000 00000000000 0000000, 00000000 00 00000000, 000 0 0i0000i000  
000000 0 00i0000000i 0000000000.

0000000 0000000, 0000 0000000i i00000000 0 00000000 000000, 000000 0 0000, 00  
0000000000 00000 00000000 00000 i (000 00 i00000) 0000000000 00000i000. 00, 0i  
00000 0000, 0000 00 0i00000000 0000000i0 00 0i000000000 i000000 0i00. 00000i 000000  
00000 00000000000 000000000 00000. 00000 000000000000 i 00000 0000000000 00000  
(000000000 000, 0000 00000i000 00000000 00000000 000000i00) 000 00000i 00000  
0000000000 00 00000 000 000000i00000 000000i0000 000000. 00 000i, 000 000000000 00  
0000000000 000000000.

00000000, 0 000000 0000000i0, 0000 000000 00000000 00000000 000000 0i0 00000000i0,  
000 0 0i000000i 000000i0 0i 000000 0i000 0000000 000i0i0. 00 00000000 1990-0 000i0  
00000000 000000 00 00000000 0000i0i 0i0000, 00 00000000i 00 000000, 0000 0000  
000i000 000i000000. 00 00000000, 0000 000000 0000000 0000000 0000000 00000  
0000i0000 00000i0, 0000 00 000i0 0000000000ii 0i0 000000000 00000000, 00 00000000  
0 0000000ii Ratners (i, 00 0000i000, 0 i0000 000000i00, 00 00000000 00 ii 000000) 0  
000000. 00000, 00 0i00 000000 0000000000 00 0000000000 000000 000 0000 00000000000  
00000000i0 00 0000 0000 00000, 00 0 00 0000, 00 0i0 00 0i0 000000000 0000 00000i  
00000000ii, 0 0000, 00 0 00000000000 00 00000 00000 0000i000000 0 00000000. 0000000i  
0000000000 0000 00i000000.

000000 000000 000000 0000000 00i000i0 00 000000 00000, 00000000 0i0 0000000000  
0000000 00000000i0 00000i0 (000000000) i 000i00000 0i000 000i0000 00000000000000  
0000000 0000000 (00i00 00000000), 000000 00000 0i 0000000ii0 00 0000000000 00i00000  
00000000000 0 0000000000000i0 00000000000i. 000i00 00000000i 0i0000000 000  
00000000000000000000 00 000000000 00000, 000 000000000i 000000 000000 000i0000000, 00 i0  
0000000000 000000000.

000000, 00i 0000000 00 000000000000000000 000000 0i00 000 00000000 00 00000000i0 i0  
0000000000000 00000000000, 00 0000 0000000000000i 00000000i 00000i0000. 0 00  
000000000i000 000000, 0000 00000000000 000 0i0.

000000 000000 0 0000, 00 0000 000, 00i0000, 000i00000, 00 00 i 00i0000 00 00000i  
0000000000.

0000000, 0000 000000000 0000000 000000 00 Marlboro 00000000 00 i0000000. 1993 0000  
000000i0 Philip Morris 000i0000 00000000 0i00 00 000000000 Marlboro 00 20 %. 0  
0000000ii 00000000i000000: 0000000i 0000000 000000000 ii 0000000 00 00000, 0 i00 0i00  
000000 00000i 00000000i 000i. 0000000 000i00i0 000000000 00000 0i00i0 000000000  
00000i0 0 0 0000000000i 000000 0000000 0i0 00 0000000i0 0i00 000i0 Philip Morris  
00000 00 26 %. 000i000 00 00000 00000000000 0 i00i 0000000i 000000. 00000000, 00  
00 000000000000 000i00000 000 000000000000 0000000 0i0. 000000i0 Philip Morris  
0000000000000000000000000 00000i 00000 0 00i 00000000 000000000 000000. 00000 00  
00000000000, 00 0000000 0000 00i0000 000000000, 00i0000 0000 00000i 0000000.

00 00000000 00 000000000i000 00000000000, 0 00 00000000000 0i0 000000000

000 0000, 00 0000 0i00000000 00000i 0i00, i000i000, 00 0000i0000 000000, 00 000000  
0000000. 0 000000000 00000000 0i0000 00000000 0000 0000 0000, 0i0 0 000000000i0,  
000i00 00000 00, 00 0 000000 00000i 00000000ii 00i000 000000000 00 00000000 00000

00000000 00000 0i0000000. 0000, 0000 0000000 000 0000000 0i0000i000 0000000000  
0i00 00000i, 00000000 0000 0000000 0000000 0i0000 00 00000, 0000 0000 000000000 00  
0i000 00i0000 000 0000000 0i000 00i00000000 00 00000000000. 00i0000 00000i 0000000  
0i0000 00 00000000, 0000 0000 0000000000 00 0000000i i0000000 000 0i000i0000.

00000000000 00000 0i0 00000 00 00000i 0000000ii. 00i0000, 0000i 000000 00i0000  
000000 000 000i00 00000 000, 00000 00 000000 0000i0000 00i0000000, 000 0i0000  
000000000 0000i0000 00i000 00000000ii. 00 0000000i 0000 0000000000, 00 00i0000 00i000  
00i00 000 00i0? 00 0000000 0000 00i0000i 0 0i00000 000000000000 00000000 000  
0000i0000, 00000 00000000000 00000i 00000000? 00 00000 0000, 00i 00000000 000000000  
00000000i00i000 i 0000000i00i000? 0i0000i00 00 0i0000i000 000 000000000, i000i000,  
0000 000000000 0 00i0. 000000000 0 00, 00 00000000 0i0000i000 0i00 00000i, 0000 0000  
(00 0000000 00000) 0000000000000 0i0000 00000000; 0000000000 000i0, i000i000, 0000  
0000000000 00 000000i 000000000 0000000i0, 00000000 00 00000000 0000000. 000000000  
00000000000 000i00 0000000i0, 000000 000000 000000000000 0 00, 00 i 0000000 000i00, i  
000 000000 000000000 00000000 i00000000i0. 0000 0i 000000000 0000000000 00000 0 0i0  
00000000ii: 00i000000i000 00000000, 000000000 0i0000i000 00000000ii, 00i000 00000000,  
0000000000 000i0 00000000000000 00 0000000000 000000 00 00000 00 000000000 000000i0 0  
000i0000000 000i0, 000000000000i 00000000 0 0i0000 00000000, 00000i000 0000i00 (0  
00000000i 000 0000000) 00 000i00 00i000 0000000000. 000000000 000i00 0 00 000000  
000000000000 00 0000 0000 0000000000000 000000 0000000000 00000i00i0. 00 000000 0000000  
0000000000i000 000 00000i000 0000000, 0 00 000 00000000. 00 00000000 0i000000000000 0000i  
0000000i000 000 i000000000000i.

00 0 0000 0i0000000000 0 00 00000000i0000000 00000 0 00 00 00000 0 00000000, 000  
000000000000 00000000 000i000000000 0i0000 0000 0000000, 000i0000 0 00000 0000000000  
00 00000i0i. 000000000 0, 000i00000 00000000000, 00 00i000, 000i00i000 i 0000000i00i000  
00000000i0i0 00000000 0 00000 0 i00i000 0i0000. 0000 00 00000000i00 0000i0000000 000  
00 00000000 0i0 0, 00 0000 0 0000 00i000. 0 00000 000000000i 00 00000  
00i00000000000, 00 0000 000i0000 0000000 0000000i0i0 0000 000000 00000000 000i  
000i000. 000000000i, 000 00000i0 00 000. 000i0000 00i000 00 000i00i000 000000  
00000000000 00 00i0 00000000ii, 00 0000000 000000000000000000 00000, 00000 00 00i00000,  
000 000000. 00000i0000000000000, 00-00 BMW, Mercedes 00 Land Rover, 00000 0i000000 0  
000i000000i 0i0 000i0 00i0000000 00000 i0 00000000000 00000, 00000 00 00 000 00000000  
0000000 00 i00i0 0000000000 000i0 0000000i0. 00 00000000i0 000000000 000000,  
0000000i000, 0i00 i, 000000000000, 00000 00000000i0.

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0i00i 00000 00i000i0 00000 0000000i 0i000000 0i00i 000i. 000i, 00 0000 00i000  
0i000000 0000 i00 000000000 Apple 00000i 00000i0 00 00000000 000000 i00i0 000000i000  
000i00000 0000000, i0000 00000000 0i0 0000000 0 0000i 0i0 000000000, 000 0000000  
0000 00. 000 00 00000000 0i0 0000, 00 00i000 000000 00000000. 0000 00i000 0i000  
i000i000000 0000000i000 i000000000, 000000000 0i0000000, 00000000000 000000 i 0000000,  
0000 000000000 i0 000000i000 0000000i000 000000i000 00000-000000000i0, 00 0i0,  
i000i000, 000000000000 0i0000 000i0000 Apple 00 00000000000. 00 0000000000 00000  
00i000, 0000 000000 000000000000 000000000 i000000000 i 000000i000 0i000 0000000,  
000000i000 00 00000i 0i00, 00000000 000000000 000000 0 000000000000000000 00000000i0  
00000000i0. 00 000000 00i00000 00000000i0 Apple 00000000000000 0i0000 0000 0000000000 i,  
000000, 00000000 0000000.

0000000000 00000i00000, 0000000000 000000i000i0 Deloitte 00 0000000 0 000000000ii  
0000000ii Kantar Millward Brown, 000000000, 00 00 00i 00i00000 0000 0000000000 0i0000  
0i00000i 00000000000i. 00000000, 32 % 000000000000i0 0 0000000000i Deloitte 0000000 00000  
0i0 00000 00000000i 0000000i0, i 0 000000, 00 00000000, 0000 00000i000 000000 00  
00000i0 i 00000000 00000000 00 0i0.

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00i 00000000 Qi00i Qi00i Qi0000i 000000000i.

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000000, i 00000 i0 000 00000000 00i000i0, 00 0000 000000 00000000 00000000i  
000000i. 00 0 00000000 0 i0000 00000000i0. 000000i0 Stella Artois 000000 0000000000  
0000i00000 Qi00 00 00000 0000000, 000i0000 0000 i000000000 000000 000000 0 00,  
000 0000000 00i0 000000 0000000. 000000 00000 Qi00i0 00000000 i 00 000000000000000  
0000 Dos Equis. 00000000, 00 000 000000 000000 00 00000000 00000000 0000  
00i000000000000 000000000000.

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0000 000000000 Qi0000 00000000 0 000 00000000, 0000 00000 Qi0i0000 00000000 00000  
0000 0 00000000i Qi00000 000 0000000. 00 000000 000i0000 00 00 00000000i 00000000i0,  
00i Qi0000 00 00000 Qi00 00000000 00000000 00000000 000000. 000000000, 00000i000  
0000i00 0000000. 0000 0 000 0000 0000 0000000 Qi0000, 00 00 000000000 000 00000  
0000000i0 000 00000000 0000000 00 000000, 00, Qi00000 i0000000, 00 00 0000000 0000  
00000000 00000 Qi0000 00000000000, 00i0 00000 00000. 00000i00000 000i0 0000 00000  
00i0000 Qi0000000 00000000000000 Qi00000 00000i0 00000000 0 000000 000 00000, 000 Qi,  
000 00 0000000000 Qi000000000000 000000 000 00, 00 000 000000 00 000i 00000000, i 00  
00000i 00000000000 (00000000i 000000000000) 00i00 00000000000 000 00, 000  
0000000000 Qi00 000000000 0000, Qi0 0000 000 0000.

00000i-0000 00000i 000000000000i0 000i0000 00 i 0000 000i0000 000000000 00000i000  
0000i00 000000 00000000 00000000, 00 BP, Esso 0000. Qi0 Qi0000 1980-0 000i0 0000  
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0000), 000 Qi0 000 00000000000 00000i0 00 00000 000000000 00i0 000 i 0000000000  
00000, Qi0 0 0000000000 000000000000i0. 00000, 000000000, 000 0000 00 000 000000.  
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00000000, 0000 0 000000 00 000000 0000000 000 0000000000000, 00i 000000000000 000000  
Qi0 Qi00000 00000000000000i0 i 0000000000 0000000 Qi0i000000i 000000000 000000000000000i.  
00, Qi 000000 0000, 000000000 00 00000 000000i0, 0000 00000000000000 0000000000  
0000000000 0000000000 000i000 0 0000000000000 000000, 000, 00 0000000, 000000000  
00000000 00 0000000 0000000, 0 0 000000 000000000 000i00 0000000000 0000i00000 000000  
00i00000. 00 0000000 2007 0000 000000 Autocar 000i00000, 00 0000i 00i0000i0 0000000  
00000 00000i000 000000000 000000000, 000 000000000 00 00000i00 Tesco 00 Morrisons.  
00i 0000000 0000i0000 i Qi0 000 0000000 0000 0000000, 00 0000000 000 0000 i0  
0000i000i0 0 0000000i. 000000000, 00i 000000 0000 0000000000000 i 000000000 00000000,  
00000 00000 0000i00 0000000000 0 00i0000000i 000000000i0. 00000000 000000 Qi0000  
00000 00 Qi00 00000000 0 00, 00000000, 0000000 i0000000i0, 00000000 0000 00  
Qi00000000 000 000 000i000 000 0 0000000 0000000000 00000000 00000000i000.

000000000 00000000i 000000000000000 00 0000000 Qi0000000000 000i 00 0000000. 0000  
00000000000000000000000000000 000000i 00000 0 000i 0000000i 000i000 00 000i00i 0 0000  
000000000000 000000, 000 00 0000 Qi000000000 000 000 000000, 0 0 0000000000000  
0000000i0 00000000. 000, 000000000 000000 0000 0000i000000000 i 000000 000000i0000,  
00000 i0 000000 00000000 000000000000.

00000 0000 000000 000000000000000 00000000i000 000000 0 000000000 000000i0, 00  
00000000 Qi0 00000000000 000000000000000 0 00 00000000 00 000000 0000000i0. 0 00 00 00  
000. 00000000, 000i0 0000000 0 000000000, 00000000i 00000000000000 00 00000000 i00i0  
00000000 00000000 i00000000000 0 00000i0000 Qi00000: 00, 00000000, 00 0000 0 00000  
0000000000 000000 Qi00000 00 0000 0000000, 0000 00000000 00000 0 0000000 00 000000 00  
0000000 00000000 0000000i 0000.

000, 000i00 0 000i0 0000000i00i000000i0 000000000i, 00 0000000 000000000, 000i000, 00

00000 0000 0000i00 000000000 000i0 00000000 i 000 00 000000 000000000 00000000  
00000i0000000i 00 0000000000ii.

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000i00 0000 00000 0000000 00 000000000 000 0000000 000000 00 00000, 00 00000  
0000000 000000000 0i0000, 00 000 00000 0i0 00-i00000. 0000 i0 0000i0, 0000  
0000000000000 i0000000, 000000 0 0000, 00 0 00000i 0000i0000i 00000 0000000i00  
00000000 0000 00000i 0000000, 00i0 0000 0i000i 0000000. 0000 00000000 00000  
00000000000 0 0i0 00000000ii.

0000 00 0000000 0000 0000i000 Nike, 00 0000000 00 000000 00 i00000000ii 0 000000,  
000000i000, i0i00 i 000000000000, 000 0 00000 000000 i000000000ii 0 0000000 000000000.  
000 0000000000 00i0 0i0000, 0000000i0 Nike 00000000 0000 000000000000000000 000i 00000i  
000i00000i 0000000000. 0000 00000000 0000 0000000000 000000 0000000000000i0 00  
000000000000, 000 0i00000000 0000000000000 0000000000 0000 i 000000000000 000i0  
000i000000 000000000000 00000i000 000000. 00i0000i 000000 000000, 00 0000 000000i  
000000000000 00 0 000i0 0i0000-00000i, 000i0000 00000 000 0000i00 (i 000000)  
00i0000 i00i 00i0000. 0000000i0 Nike 00000 0000, 00 000i 00i0000 000000 00000000 ii  
0000000i0, 00000 00 000000 000i 00000 0000000000. 0000 0000 0000000i0 i0000000 0  
0i0000i 00000000 0 0000 0000 00 0000, 00 0 00 0000000, i0000000000 000i0 00i000i0.

000i0000 000000 000000000i00 000000000000 00000000 00000i00 0000i00000 00000000  
000000000 000 0000000, 00 000000 000 0000i00 00000000 00000000i00000 0000 00000  
0000 0000i00. 0000i0 0000i0000 000 0i00i0000 00000i0 000i00000 i 000 00000  
0000000. 000000000000 00000000 000000i00 0000i00000 00i0000000 0000i0 000000,  
00000000 000, 000000 000000 i0000i0000000 000000000 00000i000ii-0000000000. Virgin  
Atlantic, Metro Bank, Giffgaff, Starbucks, Apple 00 Amazon 0 00 0000 0i0000  
0000000i0 0i000000, 00i 00000000000 0000000000 000 00000000000 00000000 0000 000.  
0000000i000, 00 0000 i00i 00i0000 000000i 0i0000, 000 000000i00 000000 000000000  
0i0000 0i00i0000 000000, 00i 00000 00000000 00i0000000 0i000000 0000i0. 000000  
0i00000 i 0i0000000000000000 0000000 0000 (0 00000000 00000000) 000000 00 0i0000  
00000000 000000i 0000000, 0 0 000000000 000 0i0000 00000000000000000000i000.

0i0000, 000i 0000000ii 000000000 00 0000000 000 00000 0000000 0i0 0i000000  
00000000, 000 0000 0i000 00 0i0000000000 0 00000 0000i 000i00 000 000i000.  
00000000000000, 0000000000, i000i 000000000 000000000 000 00000 0000000i00 0i0 i0000  
0000000 00 i000i 000i00 000 000i000, 000 00, 00 0000000, 0000000 0 000000000  
0000000 000000i0 0 00-00 0000 00000 000000000 0 000000000i 000i00i i000i 000000ii.  
0i000 0000 00 0 000000 000000000 00i000i0.

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00000 0000 00000000i0 000000000, 00 0 000000000i 00 0000000 00000 0 000000 00000000  
0000000000 000000i00 0000000 0 000 0i0000 00000 00 000 00000 (000 00000000000 0000  
000000) 0000000. 0 00 0 0000000000000. 0000 000000000 000000 0i0000000, 00 000000i0,  
000 0000000000 000 000000000, 00000000 000000 00 000000 000i00 0000. 0000  
000000000i000 (0000000 0i0 0000 000000000) 0000000 0000000ii 000000i000 000000000  
000 000000000 (00000000 00000000 000i000 000 0000-000i 000000000ii), 000000000000  
00000000i i00000000ii 0 00000i000000 00 000000000, 0 00000 00000000000 00000000. 00000  
00000i-0000 0i0 00000000 000000000000 i 00 00000 0000000 0000000000 0 i00000  
00000000000000000000000 0000i000 0000000000. 000 0000 000000000i000 00i00000 0000000  
0000000i0 00000 00000000000000000 0i00000000 000000000i0. 0i000i00 0000 0 00000000000  
(00000000i0000 000000000000000 000i0). 0000000 0i0 1969 0000 0 000000i0 000000ii 00  
00000000000 0i000000000 000i0, 0000 0i00i00 000 0i00000000000 00 000000 0000 000000  
00000 0i00000 00000i0 000000000000000 000000000i0 0 00-00 Nurofen, 0000 i0  
0000i000i000 00000i0, 00 000i 000000 0i00000 00000i0. 00 00000 00000000000 0000

00000000 00 00000000i0 0000000000000000 00000000i0 i 00 00000000 00 000000ii, 0  
00i0 00 00000000 0000000i 0 00 0000 i 000 00000 0i00000000 00000000 00 000000  
000000000 0i000 0i00, 000i00 00000i 0000, 0000000 0i0 0000, 0i0 0000 00 0000  
00000000.

00000000, 00000 00000 000000000000, 00 000i 00000000i 000i0000000 0000  
00000000i000. 0000000, 00 00000i 0000000 0000 0i00, 000 000000000, 00  
0000000000000i 0000000ii 0000000000000000 i0000000000 0 0000i00000 00 00000000? 00i0  
0000, 000000 0i000000 00000000i0 0i0000 00000000i i00000i0000, 00i 0000000000  
000i00000 i00 00000000 0i0 00 00000000i000, i, 00000000000 00 000000000 000i00 0  
00000 0000i0i, 0000 00 0000000 0i0 0000i00000 0000000000000000 000000, 00 00000  
0000000 000i 00000000 0000i0 0 000000i0 00000i 00 00000000000i, 000 0 0000000ii,  
00 00 50 % 000000000000i 0000000000 00000 00000000000000 0000000 0 0000000 0000000,  
0i0000 000 00000000.

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0000, 000 0i00000000 000000 i 0000000 0i0000, 0i0 000 0000i000, 00 00000 000i  
000000000 0 00000 0 000000i000, 000 0000000 0000 0i00 0 i 0000000i00 0000, 00 00  
0000000 0000 0i0000, 0i0 0000000 0000000000 0000000 00 00000000.

0i00000000 0i0000

Ben Goldacre. Bad Science. Harper Collins Publishers, 2009.

00 00000i0000i 0000000 000000000000 000000i 0i00, 0000i000i0

Kantar Millward Brown:

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(http://www.millwardbrown.com/Insights/Point-of-View/How%20Smart\_Brands\_Command\_a)  
Premium Price/default.aspx

Alvin J Silk and Bruce Isaacson. Philip Morris: Marlboro Friday (A). Harvard  
Business School Case 596-001, September 1995 (Revised December 1997).

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0000 0 000 0 0000000 000000 i 0000000 0i00000000 0000 000000000, 00 000i00 00000  
00000 0000i00 000 000000000i 00000000 0i0000000

00 00000000, 00 i 0 00000, 0000 0000 0i00 00 000. 0 0i000000i 000000i0 0i 0000000  
0 0000000000 000000000 0 0000000i 000000000i 0000000, 00 00000000 00 00000000  
0i000i000 00i000i0. 00 00000000i 0000000 0i00000000i, 0000000i 00 000000000i 000i, 00i  
0i000000 00000 000000000 0 0000000, 000 0000000000000 00i0000. 000 i000i 000 0000  
0000 0000 0000000. 000i 0000000 0 0000i0000 00000000 00 0000i0000 0000000000, 00  
0000 000000 0000000000 0i0 00000000 000000000 i00000000 000000 00 0000000ii, 000 0000  
0i00000000.

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00000000 000000 00000000 0 00, 00 0000 00000000000000 000000000 00 000i00. 0000 000i

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000, 0000 000i00 00000 00000000 i 00000 00000000, 00 00 000000i ii 00000 0i0000000?  
0 0000 00 000000, 00 000i 000000 0000i00 000000 00000 000 00000i000, 00 0000 000i  
000000 00000i 0i0000000 000i00 00 0000, 0 i000i 0 0i? 00 0, 000 00000 000000  
(000000000, 0000 00 00000000000 0 000000 00000i 000000i 00000000): 00000000 000i00  
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00000i00i 00 000000000 000000000.

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000000000 000000000, 000 00000000. 00 0000 0000 000000000 000 00000000 0 000000000i  
00000000i0 000000000i? 00 00 00000000 0 000000000000 0000i 000000000 0 0000 0000000ii  
00 0000i00000000i 0000i000000? 00 00 00000000 0 000000000000 000000000 i000000000 000  
000i00 0i0000000i 00000000 00 00i0000i0? 00 0000i 0000000ii 00000 00 00000000 0000  
00000i 000000 0000i0 00 0000000i 0i00000i 00000000ii.

00 00000000 000000 00 00000000 000 0000000000 00000000 i 0000000000 00000000 0000  
000000. 0000 000000000000 000i0000 00000 00000000 00 0000000 1990-0 000i0 0 000000  
000i0-000000 0i00 0000, 00 0i0 00000000 00 000000000ii 00 0i000000 000000 (i0  
00000000000 00000i00), 00 0000 000000i 0000000 0 000000. 000 000000 000 000000000  
00 000000, 000i0000 0i0 000000000000000000 00 0000 0i000000 0000000 00 00000000  
00000000, 0 0 00 00000000 00i0000i0. 0i000 00 00000, 000 0000 000000000 00 0000,  
00000000 0000 00 0000000000 0000000i0, 00i 00000 000000 00 00000000 0000i 000  
0i000000i. 00000 Ratners 00000000 000000000 000000i00 000000 0000000i0ii.

### Deepwater Horizon

000i00000 00 0i 0000000000 i0 00000000 0000000000 Deepwater Horizon 0000000ii BP, 00  
0000000000 20 00i00 2010 0000. 00000000 000i0000, 00 0i000 0 00 00 00000000 00000000  
000000000 0000000i000 00000000000, 000 0000000i0 0 Deepwater0 000000 00000i00000  
0000000000 00000000 00000 0 i00000ii 00000000i 0000000000000000i. 0i 00000000000 00  
0000000000 00i 00000000 87 00i0 00000000000000 000i0000 00000 i 00000i000 00000 0  
0000000000000 000000 0000000 4,9 000 00000i0 00000. 000000000 0000 000000000 i 0i00  
00000000 000 i 00 00000000. 0000000ii Transocean 00 Halliburton 00000 0000 00000000i  
00 00000000, i 0000000 0000 00000000 00000 0000000i000 i0 0000 0000000ii 00. 00000,  
00000 00000000 000000000000 000i0000000 00 00000000 000i00000 0i000000 0000000i  
0000000i000i 00000000ii 00 (00000000 Beyond Petroleum?[2 - 2001000000 0 0i00000i00 00  
00000000i 0i000000 000 0000000i0 00 ii 00000i 0000000000 00000000 British Petroleum  
00i0000000 0000000000 0 00i00000 00000000 00 000000000-000000 00 000000000000 000000,  
00i000000000 i0 000000 BP (Beyond Petroleum 0 00i00000, 0i0 000000), 000  
00000000000000000000 0000 000000000 00 000000000i 00 0i0000 0000000i000i 0i00000000i. 00000  
i 00000i 000000i0 0000000000 000000000 000 0i00000i000 00 0000000000 00000 00 0000.0  
0000. 0000000. 000 i 000000i.]), 0000000i0 BP, 00 i 000i00, 00000000 000000i0000.

00000000 0000000000 000000000 00, 00 0000000i0 00000000000 0000000000 0 00000000000. 0000  
0000000i0 00 i 00000000 00000 0000000i000 i, 00000i000, 000i00 000000000000 000000i000  
00000i 00000ii, 00, 00 0000000 0 00, 0000000, 0000000 000000000 000000000 00000000.  
0i000i000 0000 00000i0, 00 0000000000 00000 0 00 0000000, 00000000000 i (000000000i  
00000) 00000i000 0i00000i000. 000000 000 000000 000000 00 00000i 00000 00000000000.  
000, 0000 000i 00000i00, i, 000000000, i00000000 0000i 00000000i 00000000 0 000000i,  
000 0 00 0i000 00 000i0 0000000000 00000000000 000i0 00000. 00000000, 000000 000000  
00000i0i0, 00 0000 0i0000000000i0 00 00000000i000 0000000i0 0000000ii 00000 00 0000000 0

000000 00 0000i 000000ii. 00i0 0000, BP 0000000000 000000 000000000 0 00000000,  
0000 000000000 000000 0000000000 000000i0, i 00 00000i-0000 00000000 00 0i0000000  
0000000000 000000000 000i 00000000. 000000000 0000 000000, 00000000 i0 0000000000  
00 Deepwater Horizon, 000000i 0000000000 00000000 65 0000 00000i0. 000000i000 0000i  
00 ii 0000i000, 00000 i0 000000i00 00 000000000 00000000i 0i000000000, 000000000  
000000 0000000000 00 000000. 000000 00000 00 0000000000 0000000000 0i000000000 i 00  
00000000i: 000i00 0i0000000000 000i0000, 0 0 0000000 0000000i, 000000, 00 0i00000000  
i 00 000 0000.

000000000 00000000

00000000i0 00000000 i0 0000000i0 Volkswagen 0 00000000000 0000000 0 0 i000000i0 00  
00000 000000000 000000i0. 00 000, 000 00 00000000 i0 0000000 0i0i i0000ii,  
0000000000: 00 0000 00000000, 0000000i0 VW 0000000 00000000000 00000000i0000000i0  
0000000i 0 00000 500 0000 0000000000 0000000i0i0, 00000000 0 000. 0000 00000  
0000000 0000000 0 0000, 000 00 000000 0000 00000000000 0000000i00 00000 00000  
0000000000, 0i0 00 0000000000 0000 0000 0 0000000000 00i0i. 00 000000000 0000000i00  
00i000 00000i 00000000000 0 000 0000 00000i0, 000i 00 00 0000000000 0000  
00000000000ii 0000 0000000000000 00000000i 000i. 000000000i 00000 0000000i00 0000  
00000 000000, 0000 0i0 0000000000 0000000000, 0000 000000 00000000000 0000000000  
0i0 000 00000000000 0000i0. 0 00000 0000000 000000000 000 000i0 00000000 i 00i0000,  
i 000000000000 00000, 0 000 00 0000000000 000000 0000 00 0000000i000000 0000000.  
000000000 00000000 00, 00 00000 VW (00 00000 0000000) 0000 000000 0i000000 00  
000000000 000000000 000000i 00000000 000i00 00000 000000 00000000i0.

0000000 00000000 0000 00000000, 00 0 00000 0000 000000000 0000000 VW, 000 00000i-  
0000 000 0000i0i0000000. 0 00000 VW, i000i000, 0000000000 00000 000000i0. 0000,  
0000000i000, 00 0000 000000 00000000 i 000 000000 000000000 000i0 00000000,  
0000i000 00000 0000000 (000000000i 00 00000000000 0000i) 0000000i 00000 0i000i00  
0000000i0i0 00 0000i0 00000000ii. 00 000000000 0000000i0 VW 000000000 00 00i00000  
00000000 0000000, 00 0000000 0000000i 00 000i00i 0000000i0i, 000 0000 000 00000000  
i 00000000 000000000 0000000i0 VW, ii 0000000i0 00 0000000ii, 00000000000i 0  
000000000000i 00 000000i, 00 000000000000. 0000000ii 00000 000000000 0i000000i000  
000000 00000 (00000 0000i000) 0i0 00000 000i000000000 00 00i0000 000000000  
000000000, 000, 0 0000000 000i, 00000 0000000 00 00000 000000000. 000i00 00 VW  
0000000 00000000i 00000 (000i0i000000i0 000000 000 0000i00i 0i0000000i 000000000 00  
0000000i 80 000i0), 000 0000000i0 000i00 0i00000000 000i 0000. 00000 0 0000, 00 i 0  
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00000000000 000000000 000000 000000 000000000000 0000000 Visa, MasterCard, Maestro, 00  
000000 000000000000 000000000, 0 00000000000 0000000000, 0 000000 000 000 000000, 00000  
PayPal, WebMoney, 0000000.0000000, QIWI 00000000, 0000000000 00000000 000 0000000  
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