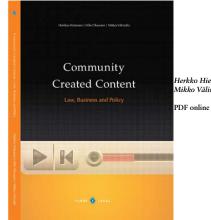
## Herkko Hietanen

USER GENERATED
COMMUNITY CREATED
CONTENT

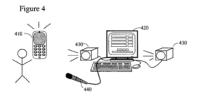


Herkko Hietanen, Ville Oksanen, Mikko Välimäki

















# Maslow's Hierarchy of Needs



© design Alan Chapman 2001-7, based on Maslow's Hierarchy of Needs









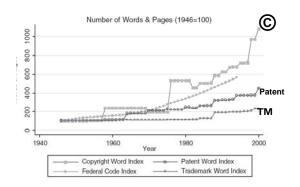




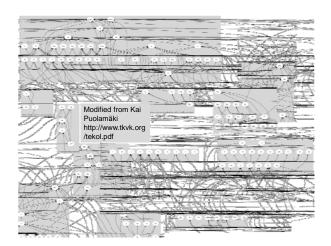


## **Ronald Coase**





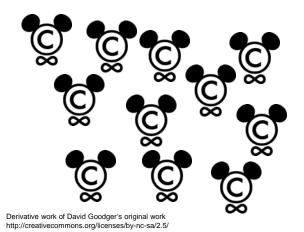
WILLIAM M. LANDES & RICHARD A. POSNER, THE POLITICAL ECONOMY OF INTELLECTUAL PROPERTY LAW

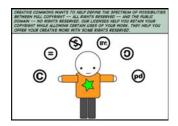














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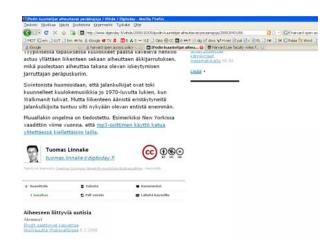
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#### **PROCESS**















"People who decide not to buy a book because it's free online represent the cannibalization rate. The conversion rate reflects the number of people who hear about a book because it's online, but decide to buy the hardcover because it's easier to read than the downloaded version. If the conversion rate is greater than the cannibalization rate, then you sell more books."





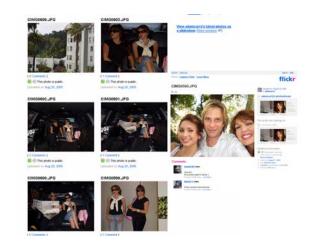


#### CC in court rooms





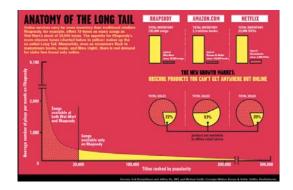














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