Mean Market Share 1.0 ST S2 S1 0.4 -0.8 -0.8 -0.2 -0.6 0.6 -0.4 -0.0 0.4 -0.2 -0.2 -0.2 -0.0 --0.4 -0.0 beta2 beta3 beta2 beta3 beta1 beta1 (beta1, beta2) (beta1, beta3) (beta2, beta3)