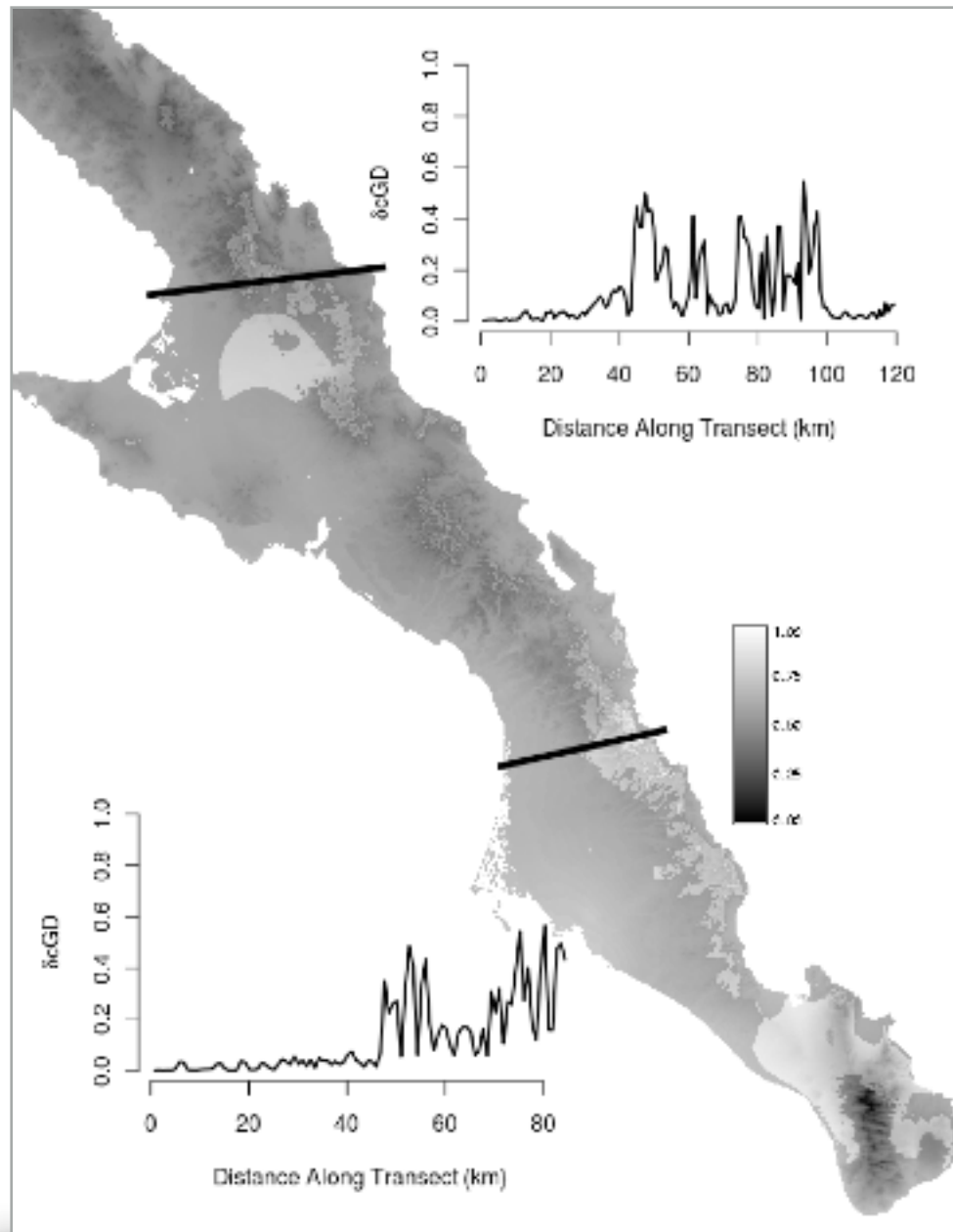


# MRM Benefits



- Model development facilitates predictive expectations
- Subsequent model testing

# MRRM Concerns

- Permutation under complex models is a bit unclear.
- Model comparison approaches may be inflated.
- Biases are known to exist though alternative approaches have yet to be fully developed.