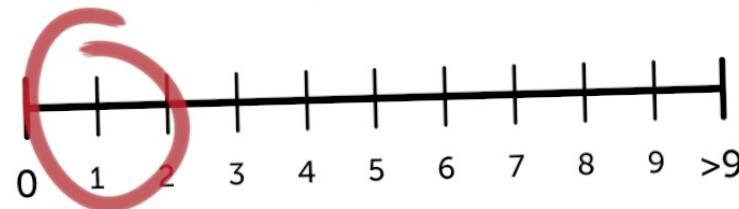


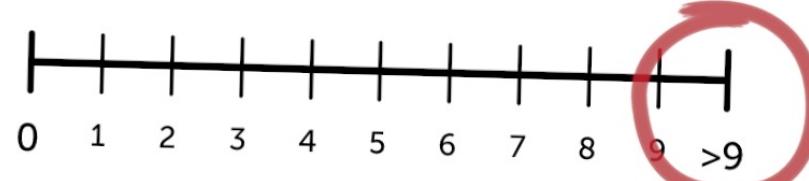
Part 4:

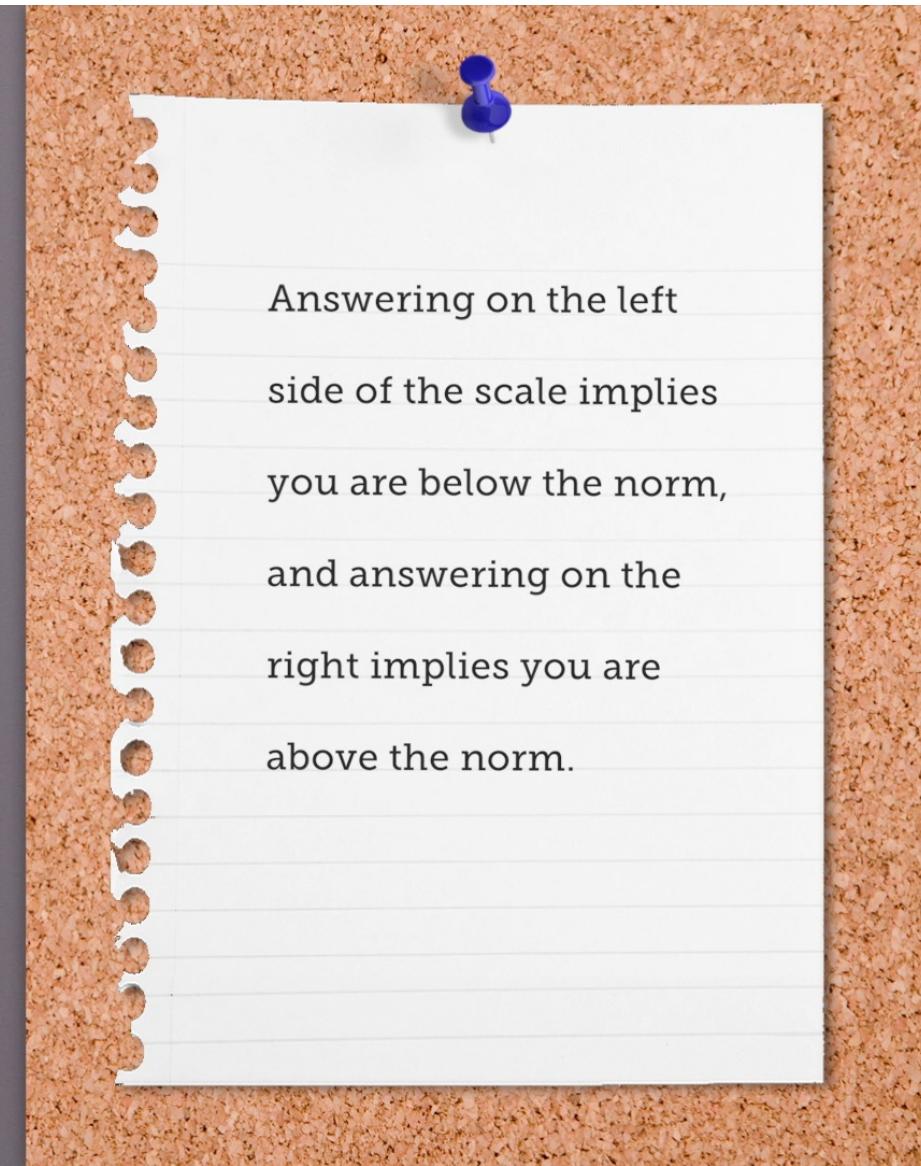
Choice Sets and Relativity

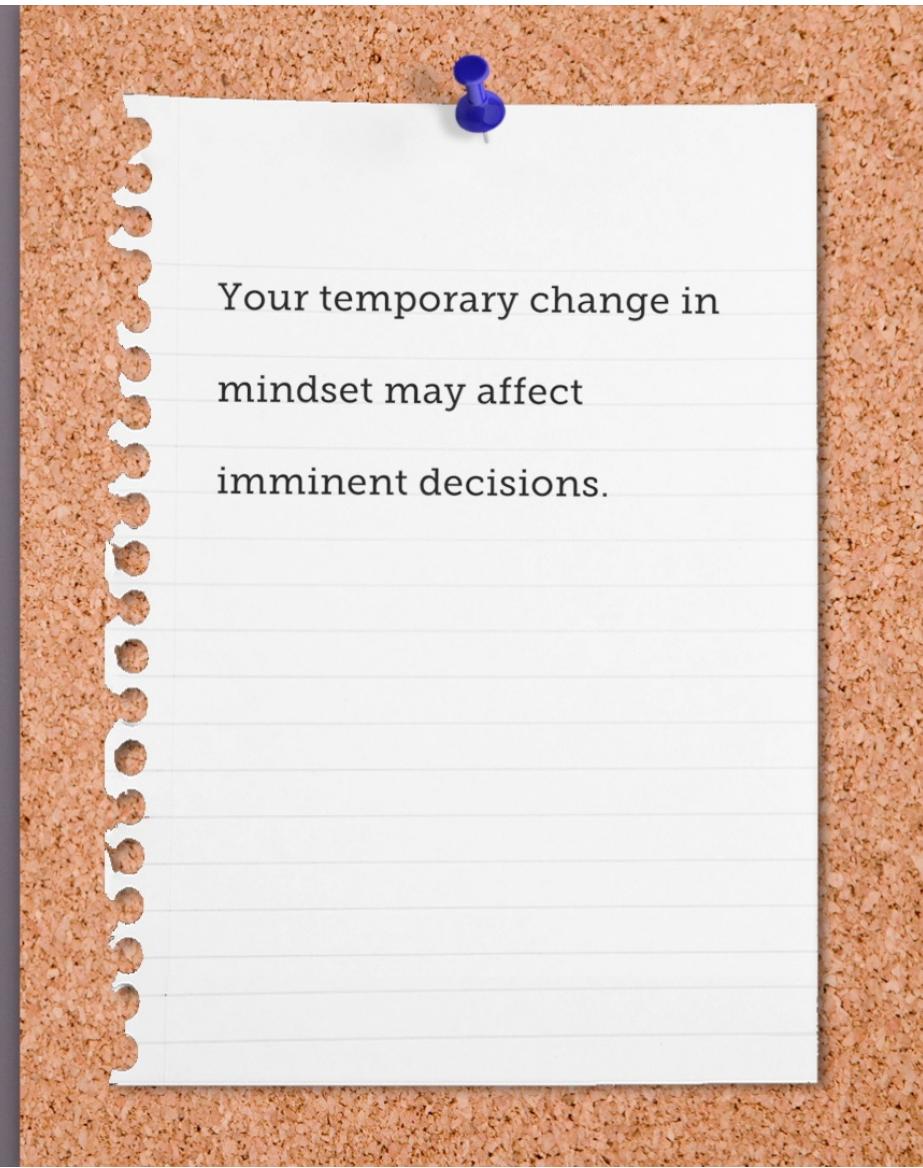
How often do you floss per **day**?



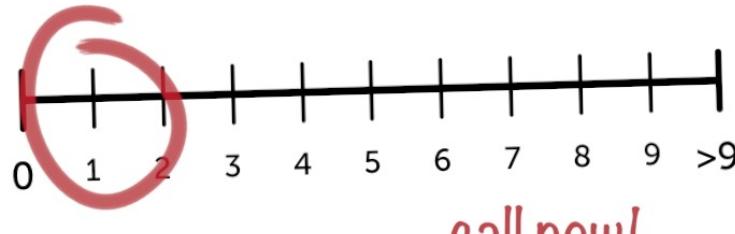
How often do you floss per **month**?







How often do you floss per **day**?



call now!

How often do you floss per **month**?

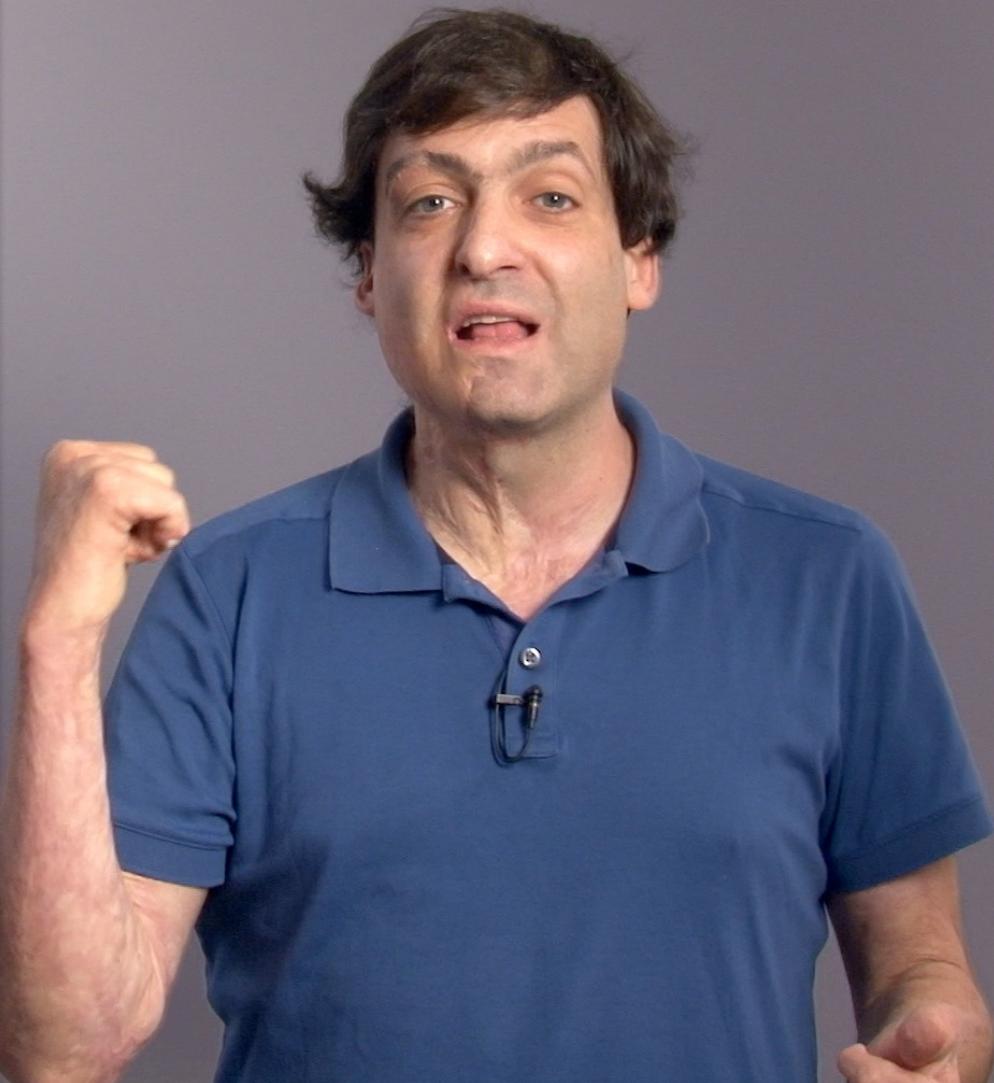


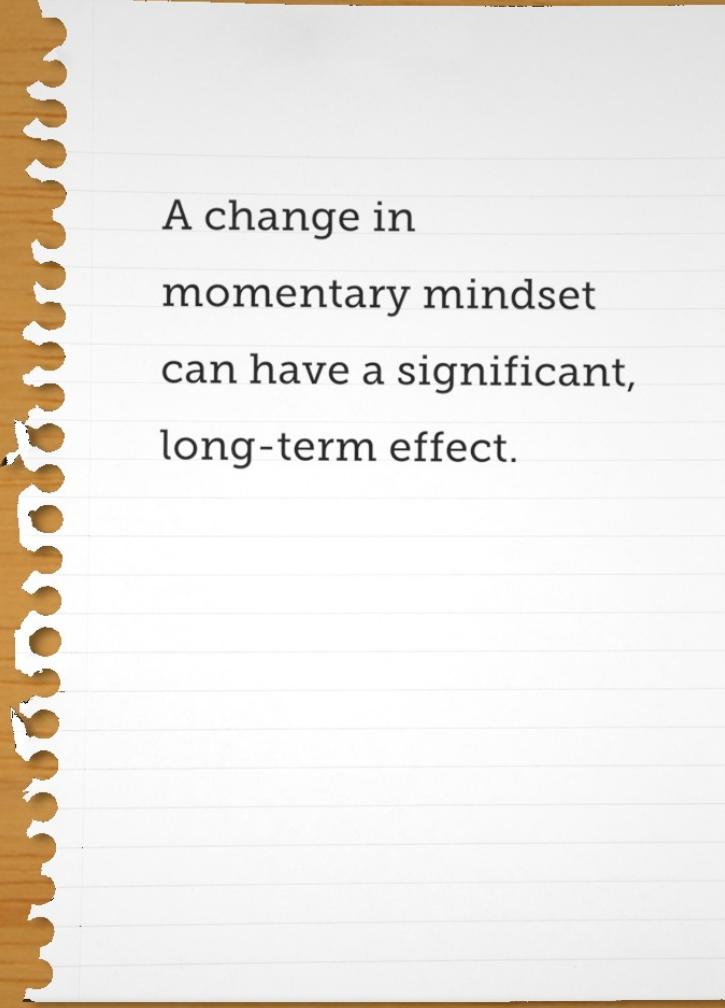
no need to worry

Your temporary mindset
could determine the starting
point of your portfolio...

- safe
- or
- risky

... and those initial decisions
could affect your portfolio
for years to come.

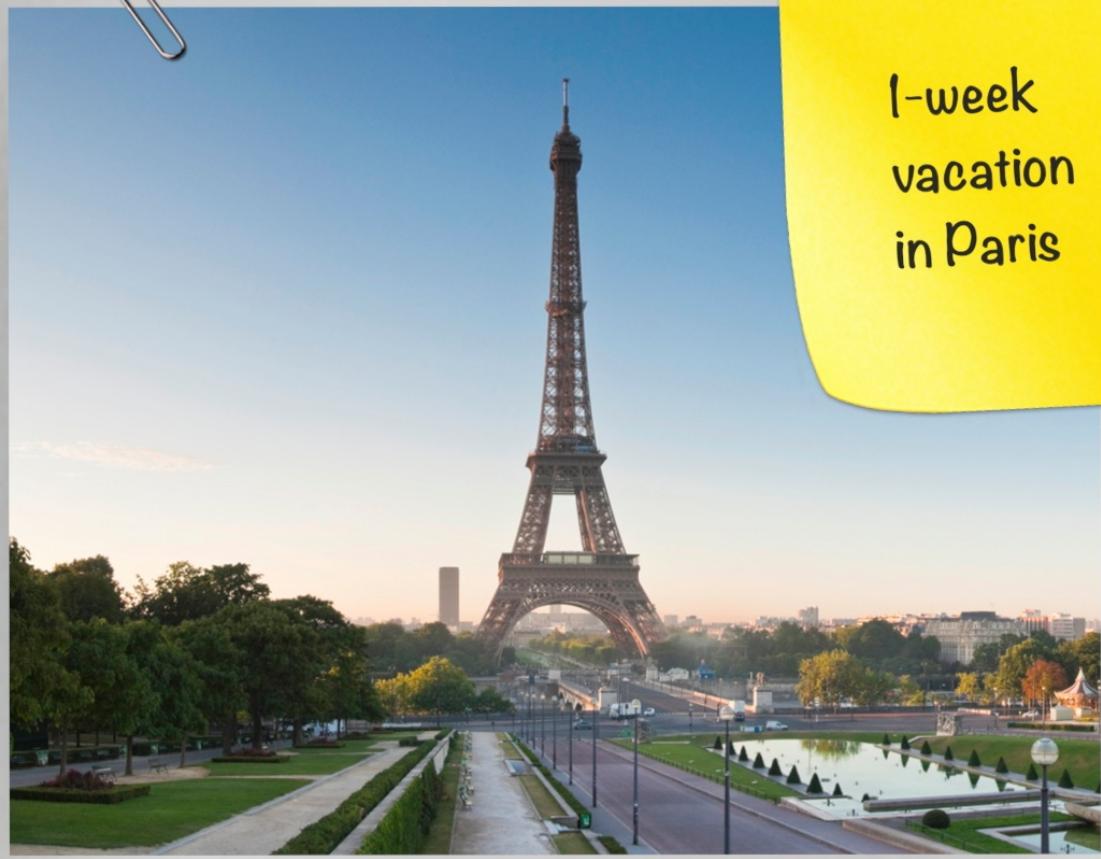




A change in
momentary mindset
can have a significant,
long-term effect.



1-week
vacation
in Rome



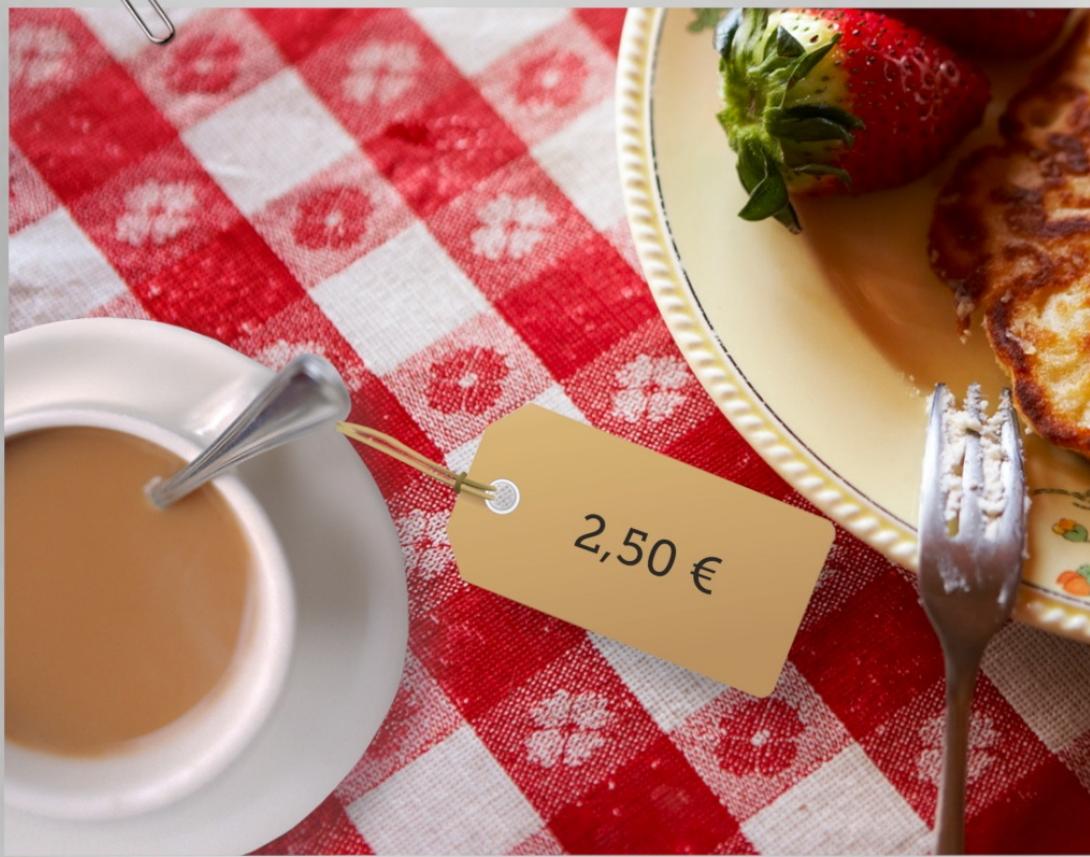
1-week
vacation
in Paris

1-week
vacation
in Rome



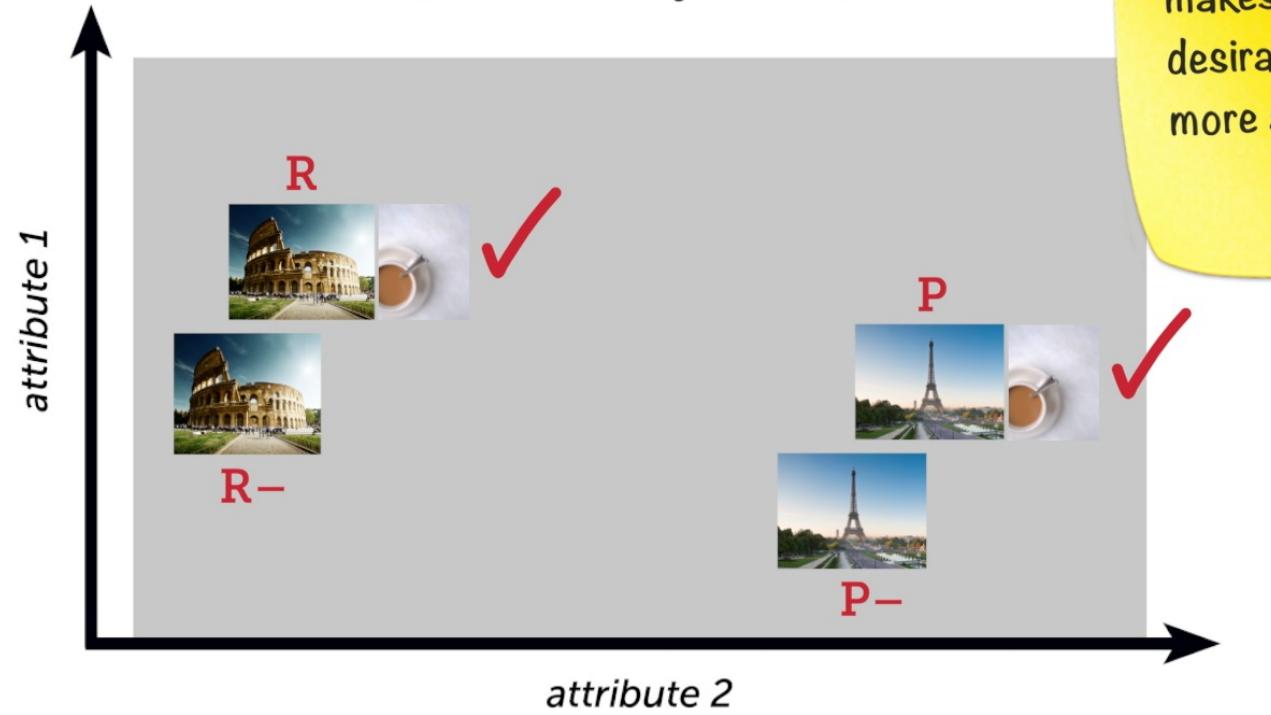
1-week
vacation
in Paris

“Rome minus”



Asymmetric Dominance

(or the "decoy effect")



The contrast makes the desirable option more attractive.

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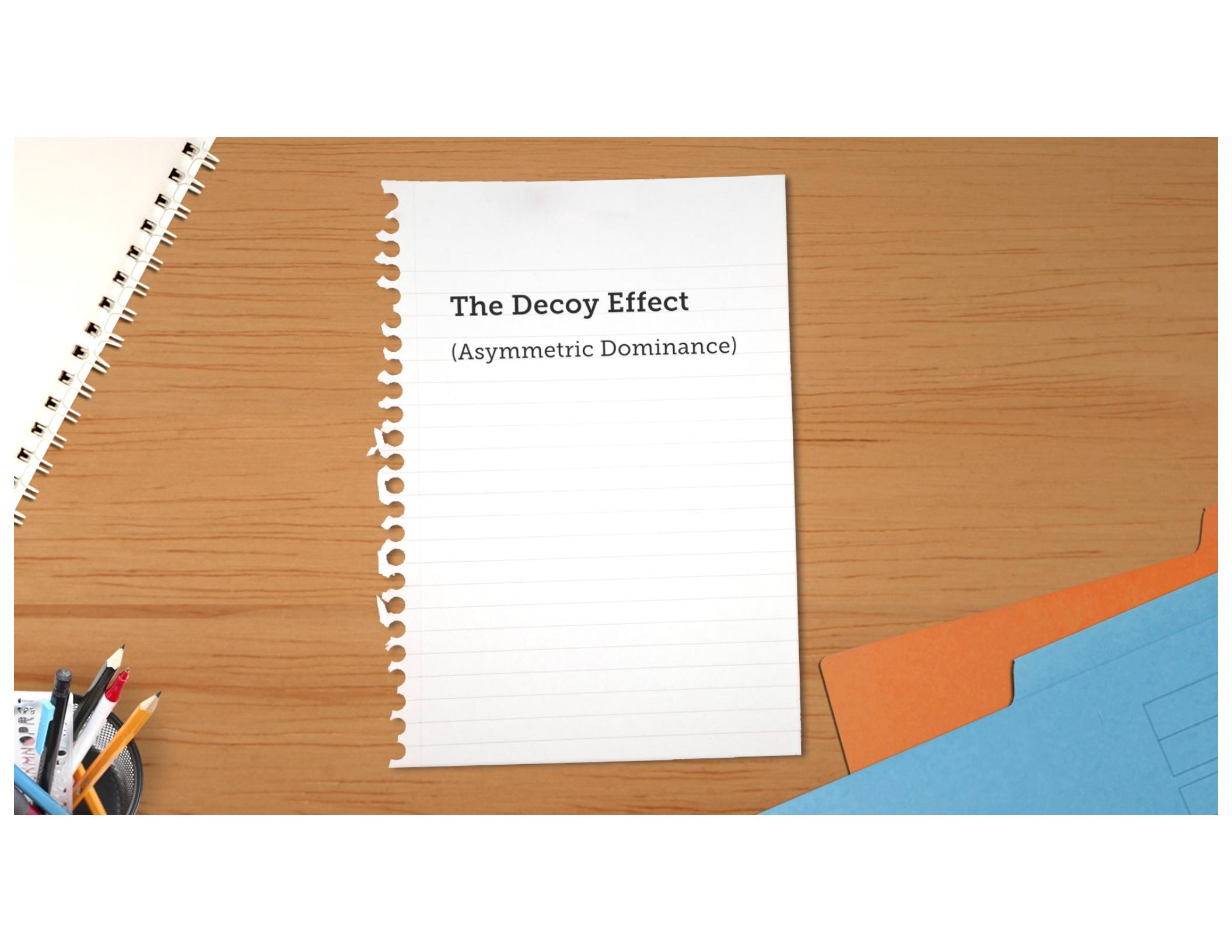
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The Decoy Effect

(Asymmetric Dominance)

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The middle option
defined the framework
for evaluating
the other options.



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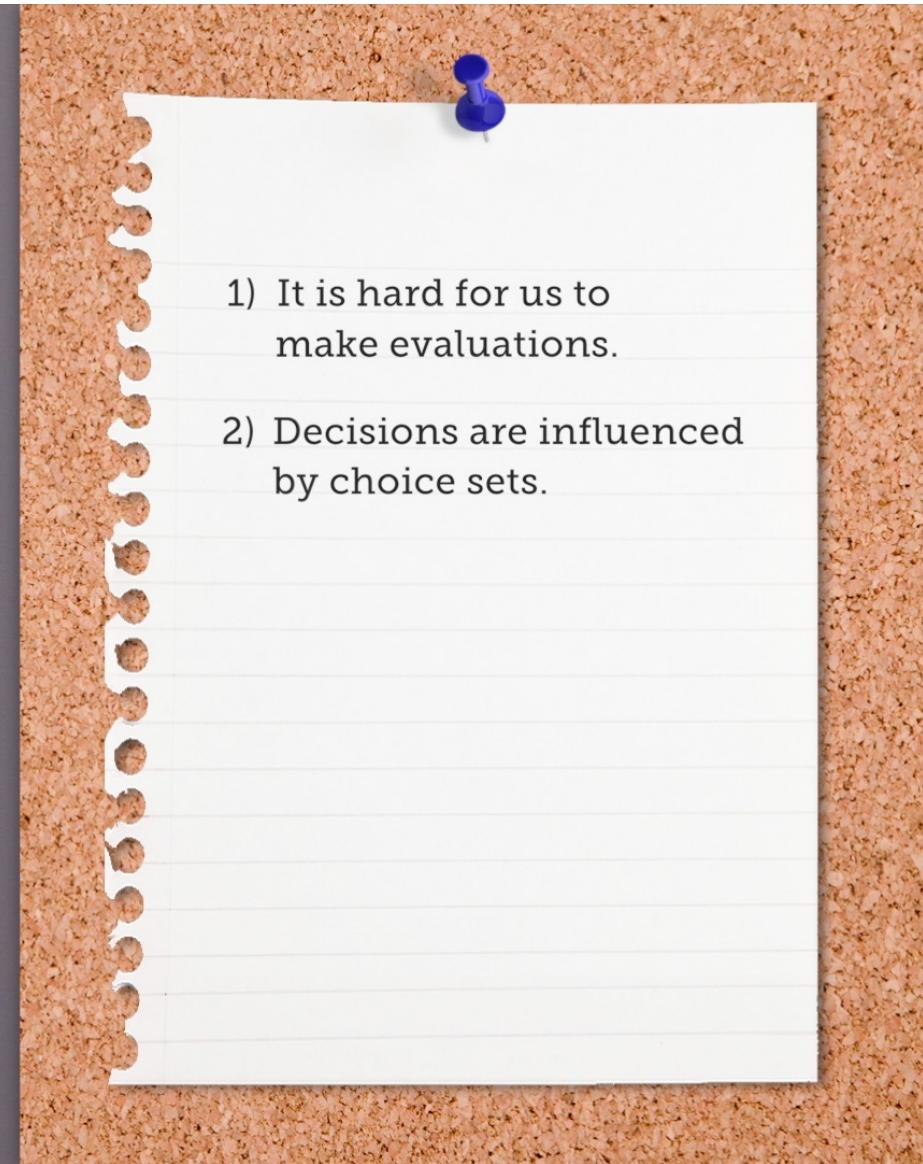
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much better.







The constant race
for a relatively better
position can threaten
an entire ecosystem.

Jerry or Tom?

Form A



Jerry



Ugly Jerry



Tom

Form B



Jerry



Ugly Tom



Tom

Jerry or Tom?

Form A



Form B

