

Which Would You Choose?

Pretend you've just earned your undergraduate degree in finance from Notre Dame's Mendoza College of Business, routinely ranked by *BusinessWeek* as one of the best business schools in the country. For professional reasons, you decide to subscribe to *The Economist*, an English-language weekly news and international affairs publication.

Given the above scenario and the following information, please check the appropriate box to indicate which subscription option you would most likely choose:

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Which Would You Choose?

On an errand to buy a wireless mouse for your laptop, you see the brand and model you want for \$25 at an office supply store. You remember, though, that an electronics store about 10 minutes away has the same wireless mouse (same brand, same model) for \$17. What would you do?

- ☐ Make the trip to the other store to buy the wireless mouse for \$17, saving \$8.
- ☐ Buy the wireless mouse at the first store for \$25.

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Which Would You Choose?

On an errand to buy a new netbook computer, you see the brand and model you want for \$475 at an office supply store. You remember, though, that an electronics store about 10 minutes away has the same netbook (same brand, same model) for \$467. What would you do?

- ☐ Make the trip to the other store to buy the netbook for \$467, saving \$8.
- ☐ Buy the netbook at the first store for \$475.

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