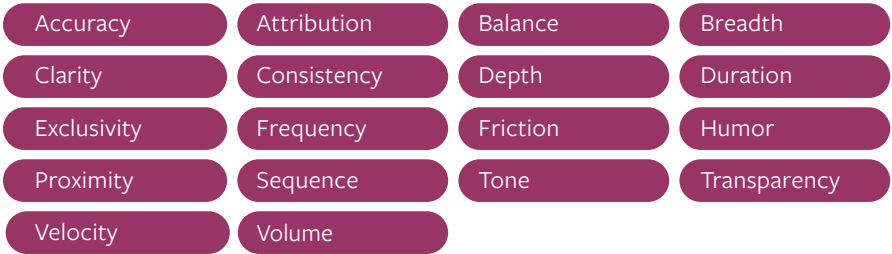


FACTORS OF INFLUENCE

These and other factors set the context for the plays you run and their success or failure in any market. Like dials on a sound engineer's board, they are the variables and conditions that playmakers control—or that control them.

Variables to Adjust

These are factors you control to optimize and nuance a play and its effects.

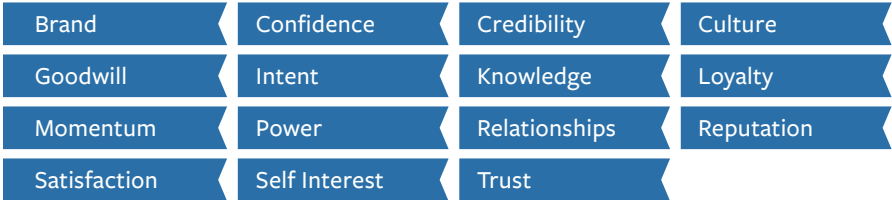


Conditions to Consider

These assets, policies and x-factors are common to your market but often beyond your immediate control.

INTANGIBLES

Known but subjective, not easily measured or benchmarked



TANGIBLES

Known or knowable, easily measured or counted



POLICIES

Influences your judgements, decisions and actions



X-FACTORS

Things you anticipate but are unpredictable

