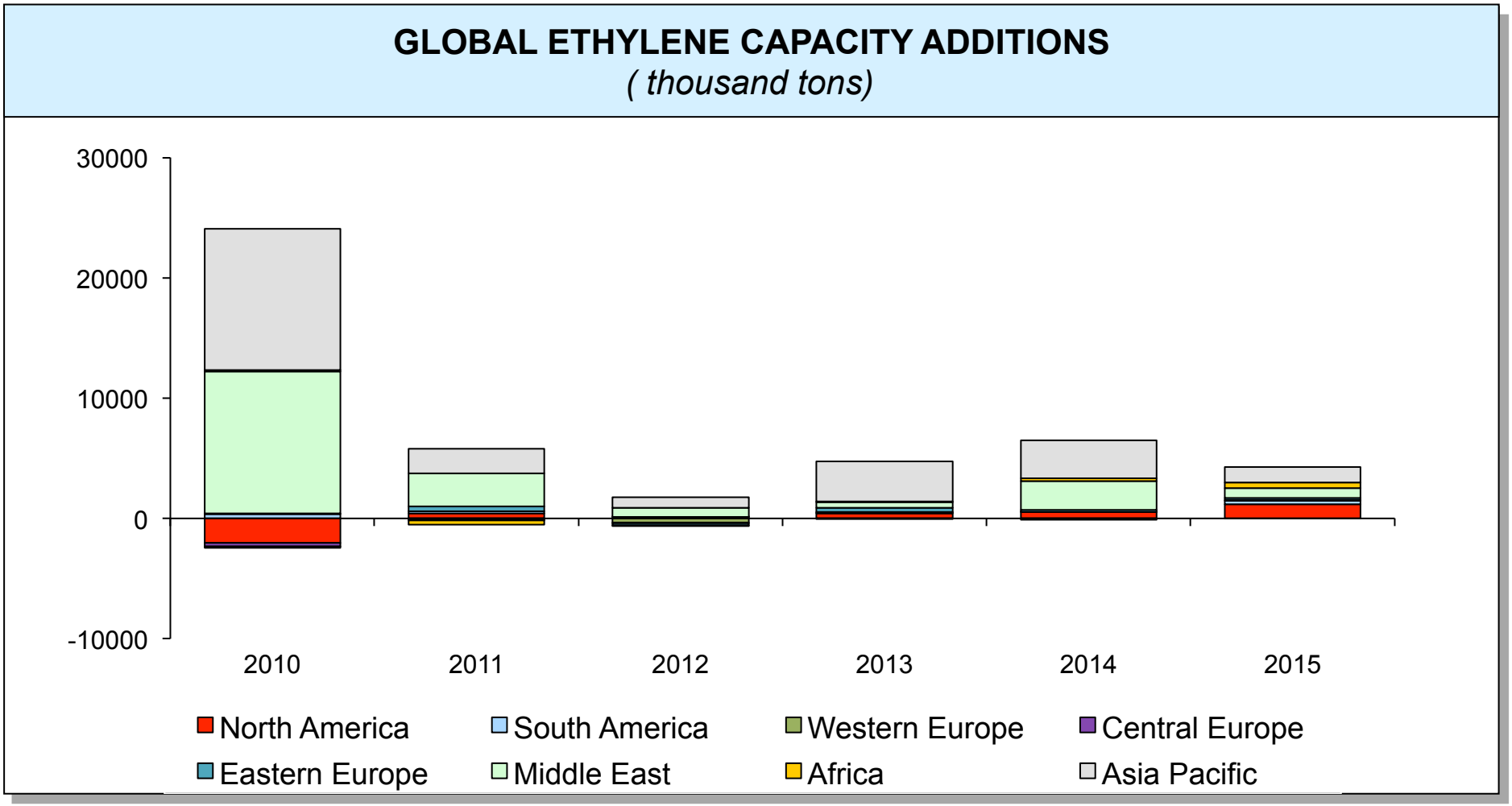Case Study One – Market Dynamics