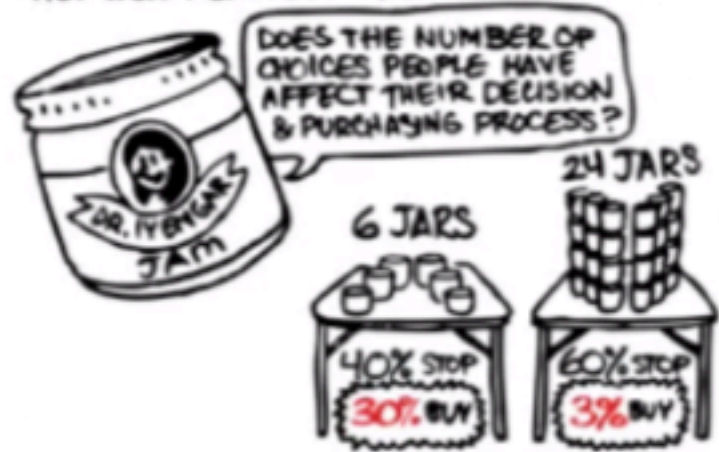


1 IF PEOPLE HAVE TOO MANY CHOICES THEY WON'T CHOOSE AT ALL



2 SOCIAL VALIDATION



3 SCARCITY LESS AVAILABLE ITEMS SEEM TO BE MORE VALUABLE



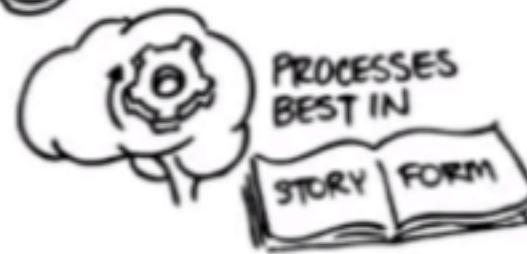
4 FOOD, SEX, OR DANGER



5 POWER OF FACES



6 STORY



7 COMMITMENT

