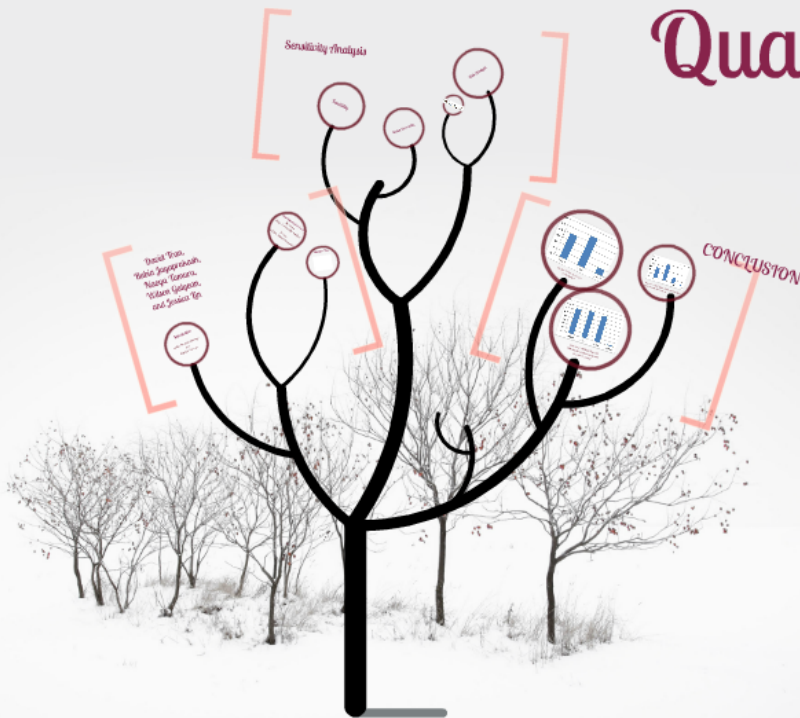


# The Investor's Dilemma

## Quantitative Analysis Case Study

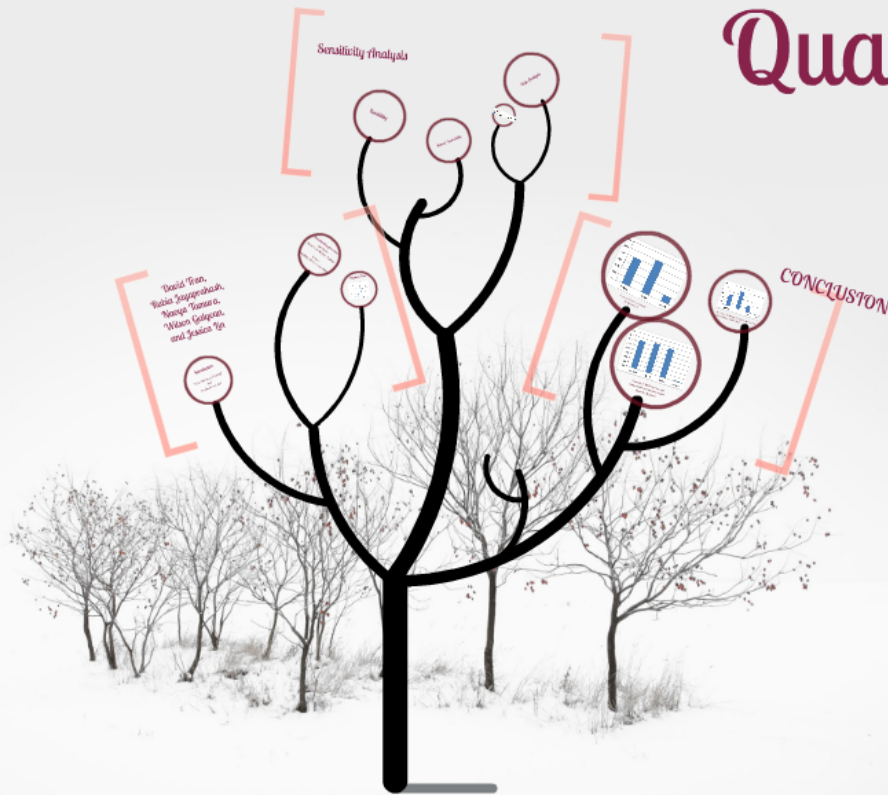
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# The Investor's Dilemma

## Quantitative Analysis Case Study

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# Introduction

Carlos Morales' Strategy  
and  
Product Concept