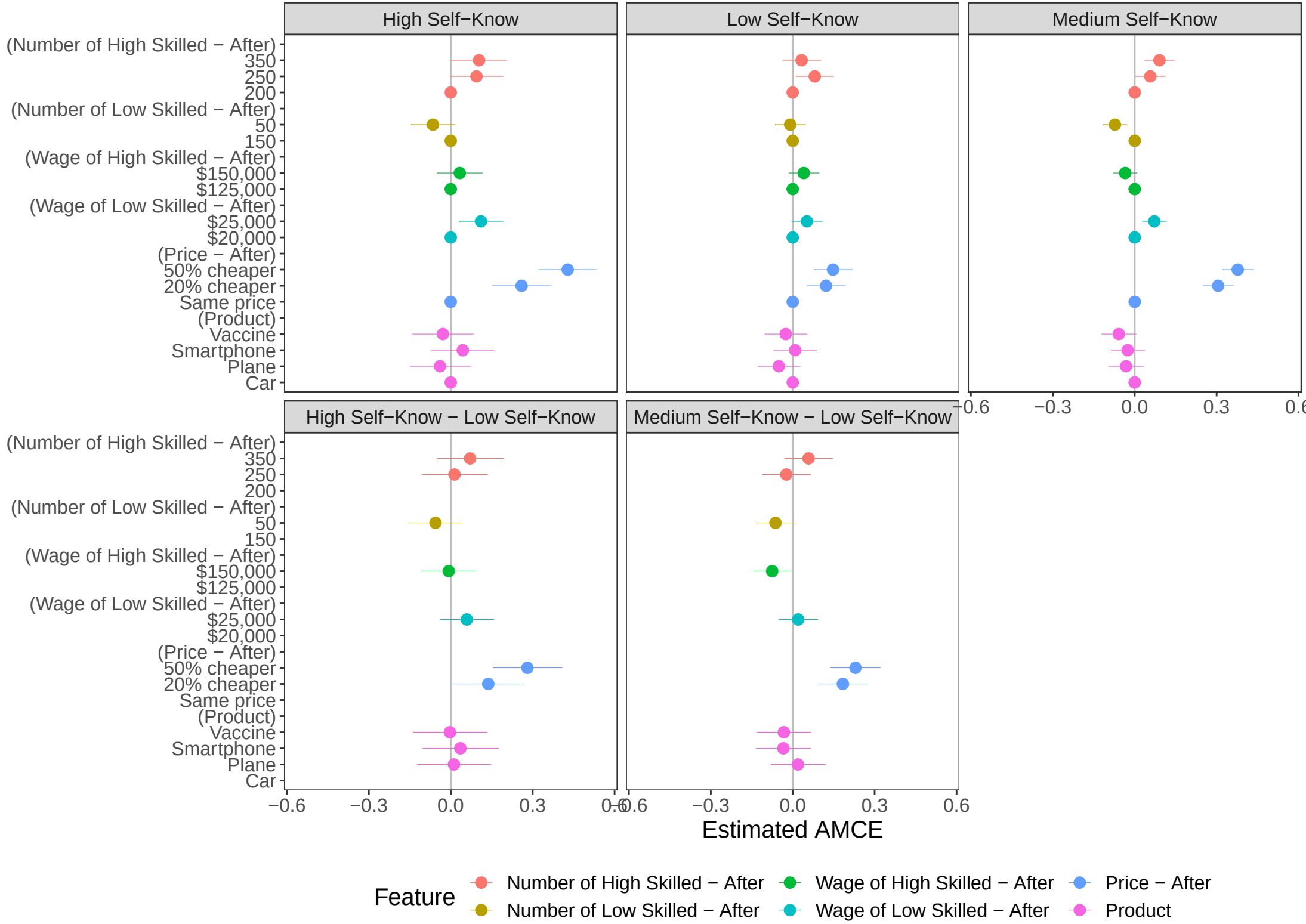
High Self−Know
Low Self−Know
Medium Self−Know
High Self−Know − Low Self−Know
Medium Self−Know − Low Self−Know
(Number of High Skilled − After)
350
250
200
(Number of Low Skilled − After)
50
150
(Wage of High Skilled − After)
$150,000
$125,000
(Wage of Low Skilled − After)
$25,000
$20,000
(Price − After)
50% cheaper
20% cheaper
Same price
(Product)
Vaccine
Smartphone
Plane
Car
−0.6
−0.3
0.0
0.3
0.6
Estimated AMCE
Feature
Number of High Skilled − After
Number of Low Skilled − After
Wage of High Skilled − After
Wage of Low Skilled − After
Price − After
Product