Fairer Comparisons Guide

From the book "Unfair Comparisons, Nuancing the 'Sold Not Bought' Category"

Orthodontics Sanitation/ Will or Organized Weight Higher Education TSA 401k Life AirBnB or Pre-AARP/ Mutual Auto or Deep Attribute Cleaning Charity Uber Trust Membership Fund/ Loss Arranged Sewage Home Ins Insurance Services Programs Funeral Groups Stocks (dryer ducts, etc.) Negative vs 0 0 0 0 0 Positive Emotions Optional vs 0 0 Mandatory Wicked 0 0 0 Ο Ο 0 0 0 0 0 Problem? Long Term Payoff vs 0 0 Ο 0 Immediate Gratification Not Ultimately for the Person 0 0 0 0 0 0 0 Who Buys It/ Uses It Planning Ahead / Preventing 0 0 0 0 Something Bad Sharing /

Industry or Product

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