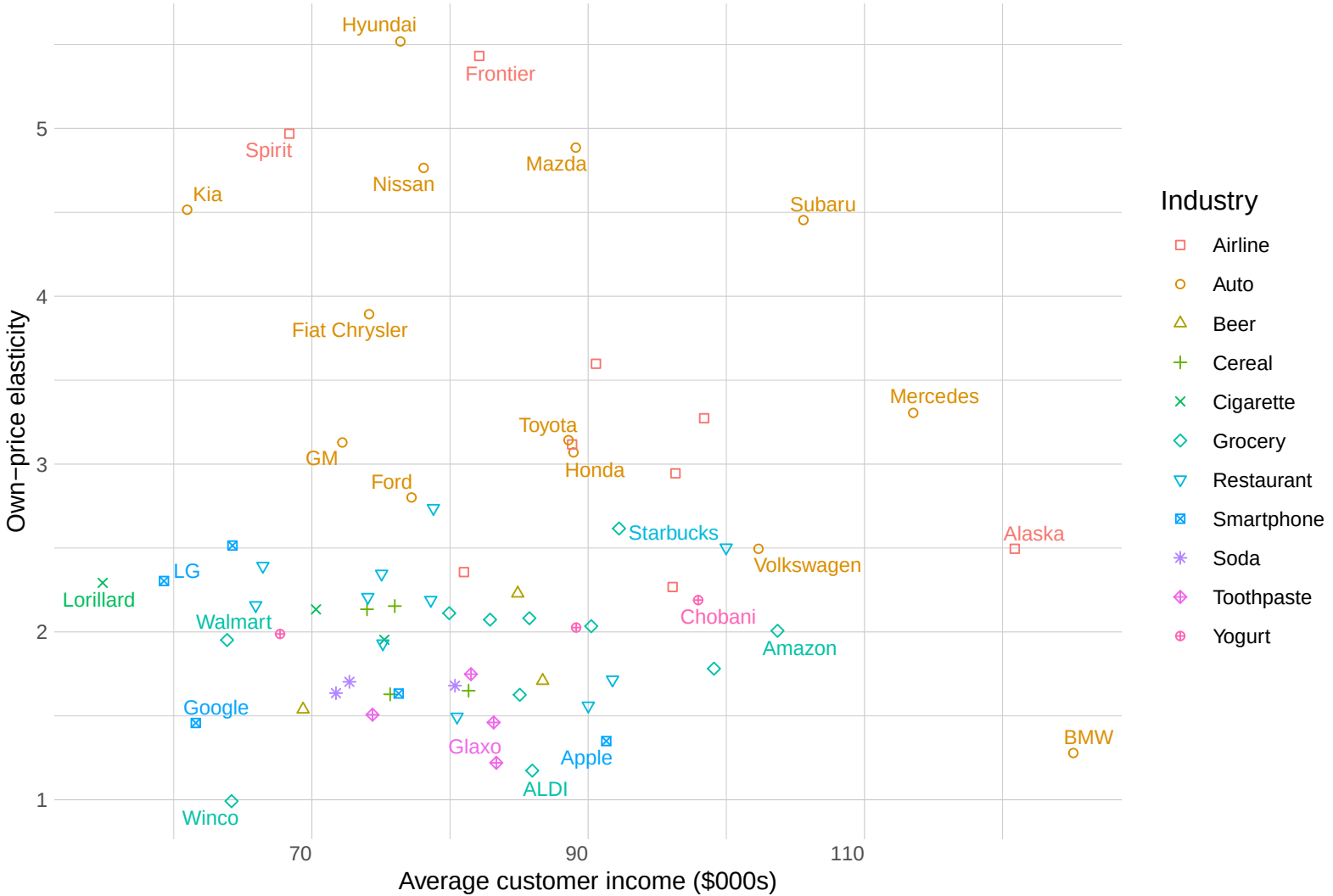
Hyundai
Frontier
Spirit
Mazda
Nissan
Kia
Subaru
Fiat Chrysler
Mercedes
Toyota
GM
Honda
Ford
Starbucks
Alaska
Volkswagen
LG
Lorillard
Chobani
Walmart
Amazon
Google
BMW
Glaxo
Apple
ALDI
Winco
5
4
3
2
1
70
90
110
Own−price elasticity
Average customer income ($000s)
Industry
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Restaurant
Smartphone
Soda
Toothpaste
Yogurt