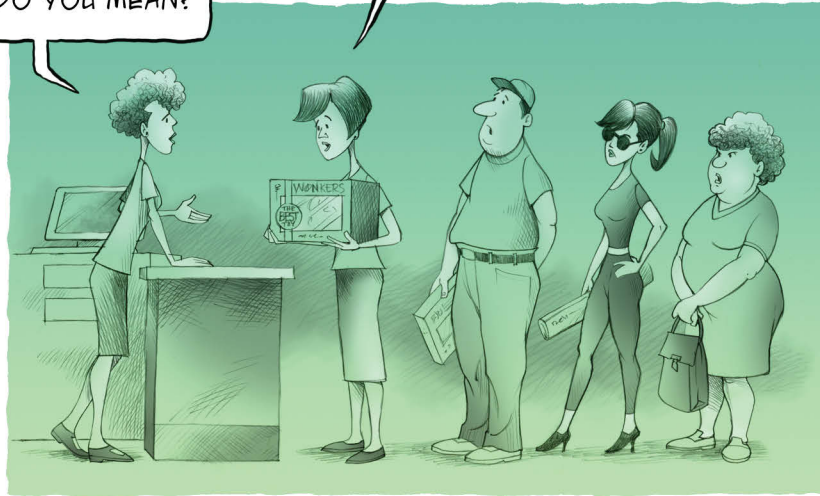


How Evaluators Holiday Shop...

THIS PACKAGE STATES "VOTED BEST TOY FOR THREE YEARS IN A ROW."
MY QUESTION IS, HOW DO THEY DEFINE BEST?

WHAT DO YOU MEAN?



©2012 CRSmith Consulting. All Rights Reserved. Permission required to copy. www.crsmithconsulting.com

WELL, WHAT WERE THE CRITERIA USED TO MEASURE 'BEST'? NUMBER OF HOURS
PLAYED WITH IT? NUMBER OF SMILES? DID KNOWLEDGE INCREASE IN SOME WAY,
THAT MAKES IT THE BEST? OR, DID BEHAVIOR CHANGE TO MAKE IT THE BEST?
JUST TRYING TO UNDERSTAND WHAT EXACTLY IS MEANT BY 'BEST'.



©2012 CRSmith Consulting. All Rights Reserved. Permission required to copy. www.crsmithconsulting.com