



(TXDOLW\ DQG 'LYHU
IRU 6HUYLFH 8VHUV
6FKRRO RI +HDOWKFDUH



\$ L P R I W K H 3 U H V H Q W



2 E M H F W L Y H V



'HILQLWLF



(TXDOLW\ ± LV WKH FRQGLW
VLPLODU YDOXH RU TXDOLW
'LYHUVLW\ ± GLIIHUHQFH YD
QRW MXVW SK\VLFDG GLIIHU
WHPSHUDPHQW DQG DELOLW



'HILQLWLRQV



5 H F R J Q L V L Q J ' L Y H U V

1 R W D O O G L I I H U H Q F H V D U H
H [D P S O H G \ V O H [L D F R O R X U
G H D I Q H V V R U G L D E H W H V
% H O L H I V O L I H H [S H U L H Q F H V
U R O H I R U H [D P S O H U H O L J L
H G X F D W L R Q F R O O H D J X H V



'HWHUPLQLQJ , QGLYLGX

+RZ FDQ ZH GR WKLV"

\$VN SHRSOH DERXW WKHPVH

/LVWHQ

2EVHUYH

5HVSRRQG WR UHTXHVWV RU

SRVVLEOH



(P E U D F L Q J ' L Y H U V L W

: K \ L V W K L V L P S R U W D Q W "
, Q G L Y L G X D O V Z D Q W W R E H D
7 R H P E U D F H L Q G L Y L G X D O V M
& U H D W L Q J D K D S S L H U Z R U N
& U H D W L Q J E H W W H U W H D P V



3 H U F H S W L R Q V D Q G 6 V

, V E D V H G R Q J H Q H U D O L V D W
\$ O O R O G S H R S O H D U H G H D I
\$ O O G L V D E O H G S H R S O H F D Q J H
D Q \ S U R E O H P V
\$ O O G L D E H W L F S H R S O H H D W W
6 W H U H R W \ S H V F R P H I U R P I D
P H G L D V R F L D O P H G L D



+ D U D V V P H Q W % X O O \

+ D U D V V P H Q W ± X Q Z D Q W H G E H K D
G L V F R P I R U W X S V H W R U G L V W U H
% X O O \ L Q J ± R I I H Q V L Y H L Q W L P L G
L Q V X O W L Q J E H K D Y L R X U D E X V H
X Q G H U P L Q L Q J K X P L O L D W L R Q G
3 U H M X G L F H ± E L D V K R O G L Q J D Q
N Q R Z L Q J W K H I D F W V S U H M X G J L
F R Q F H L Y H G L G H D V



5 H V S R Q G L Q J W R ' L V F

% H K D Y L R X U V L Q F O X G H

5 H V L V W L Q J

\$ F T X L H V F L Q J

: L W K G U D Z D O





3URPRWLQJ (TXDOLWV

:LGHO\ DGYHUWLVLQJ FRXUV

8VHU IULHQGO\ DSSOLFDFL

1RQ GLVFULPLQDWRU\ DSSO

0DQDJH RZQ SHUFHSLRQV

9DOXHV EDVHG UHFUXLWPHQ

/LVWHQ WR DSSOLFDFDQWV DQ



/HJDO \$VSHFWV

7KH +XPDQ 5LJKWV \$FW

KWWSV ZZZ OHJLVODWLRQ J

FRQWHQWV

7KH (TXDOLW\ \$FW

KWWSV ZZZ OHJLVODWLRQ J

FRQWHQWV



7KH +XP DQ 5LJKWV \$P

7KH ULJKW WR

*⁷•P



 \$ G G L W L R Q D O 6 R X U F H
, Q I R U P D W L R Q

(TXDOLW\ DQG +XPDQ 5 LJKZWT&RDLWVLRQ QULJKWV
*RYHUQPHQW (TX ZQZWLTXDQLWEHV JRY XN
(TXDOLW\ Z%ZLWTDOLW\EULWDLQ FR XN