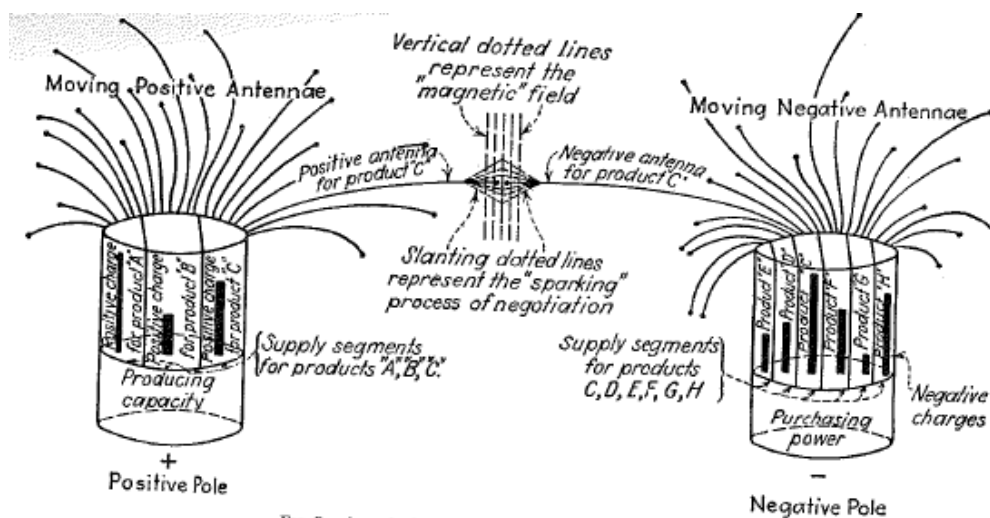
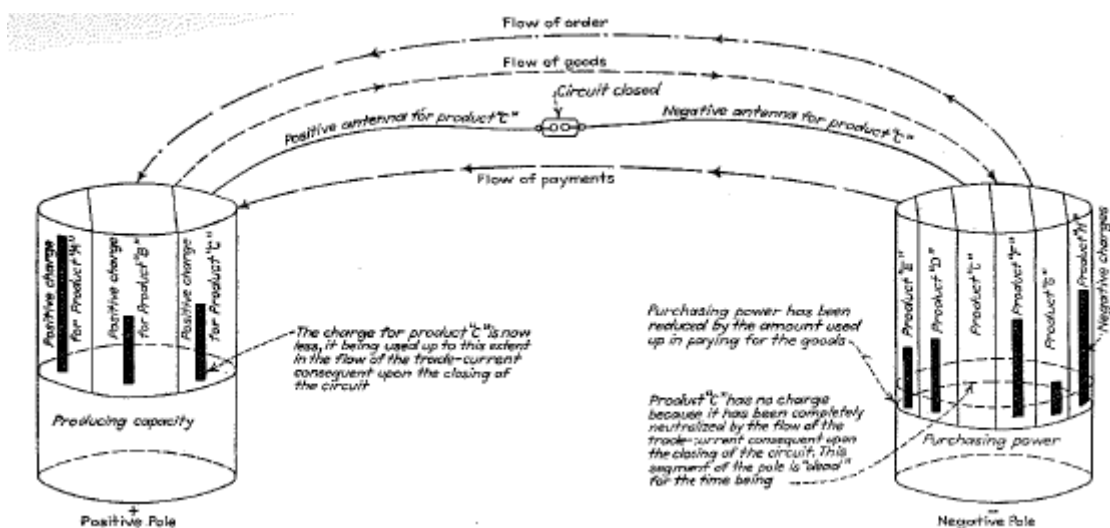


Supplementary Materials:



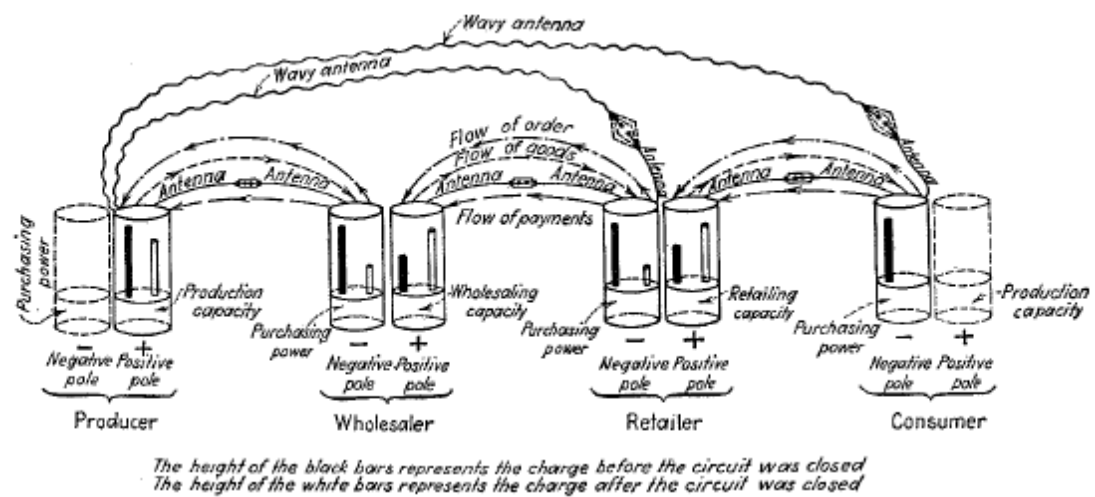
Source: Reproduced from Breyer [10] (p. 105)

Figure S1. A marketing circuit up to the point when it is closed



Source: Reproduced from Breyer (1934, p. 109)

Figure S2. A marketing circuit after it is closed.



Source: reproduced from Breyer [10] (p. 110)

Figure S3. Marketing circuits for an indirect marketing system