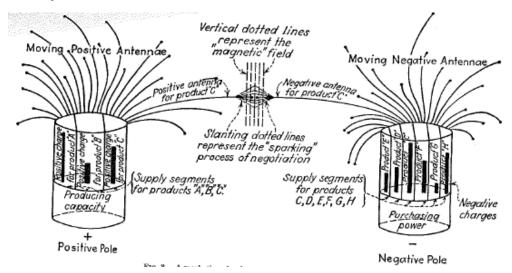


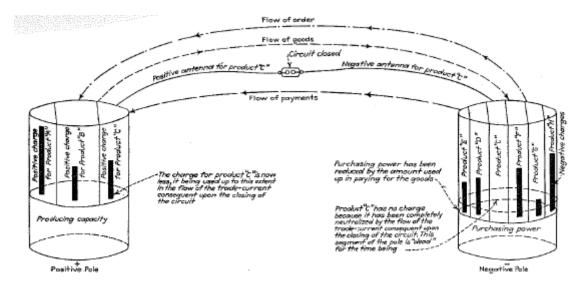


Supplementary Materials:



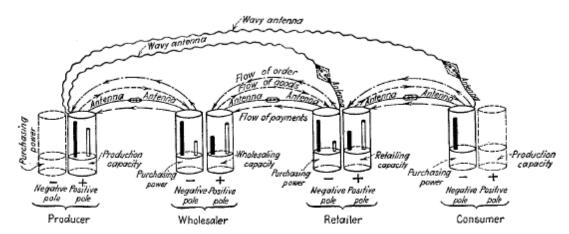
Source: Reproduced from Breyer [10] (p. 105)

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.



The height of the black bors represents the charge before the circuit was closed. The height of the white bors represents the charge after the circuit was closed.

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

Figure S3. Marketing circuits for an indirect marketing system