

## 8]Y`K U\ f\Y]h`ØVYf`C fUb[ YH\Ycfm K cf\_ci hg

K Ybb`@Yi hY`YfZU\ fYbž`XUgg`jW\`HfU]bYf`V]bž`[ ]Vh`Yg`Y]bYb  
A ca Ybhž`]b`XYa` ]W\`[ YhYghYh`k YfXY`"9g`[ YgW\U\`\_Øfn`jW\`VY]  
Y]bYa`5VYbXYggYb`a`]h`XYf`Ua` ]Y`a`Y]bYf`fYi bX]b`  
8 Ug`YgdfÅW\`XfY\hY`g]W\`i a`C fUb[ YH\Ycfmž`XYb`VY`jYVhYb  
6cchWUa d!K cf\_ci h!Gh`ž`VY`XYa`Y]bY`J]Y`nU\`j`cb  
; Yk`jW\`hYb`i bX`7UfX]c`Xi fW\`HYW\bc`c`[ ]Y`i bhYfghØhnh`k`jX`  
8]Y`GW\`k YghYf`a`Y]bYf`fYi bX]bž`?Uh]Yž`[ ]b`[ ]b`XYb`Y`hnhYb  
A cbUhYb`ni`Y]bYa`c`\_U`Yb`fUbW\`gY`i bX`YXYf`k`c`hY  
k`jggYbž`k`Ug`jW\`j`cb`XYa`HfU]b]b`[ \U`hY`W\`\_cbbhY`gU`Ybž`  
XUgg`YXYf`XUW\`hYž`jW\`k`ØfXY`a`jW\`]bhYbg]j`Yf`a`]h  
C fUb[ YH\Ycfm`Ui`gY]bUbXYfgYhnYb`U`g`a`]h`XYa`8YggYfhž`XUg  
jW\`[ YfUXY`XYa`c`Yfh`\UVY`5VYf`a`Y]bY`5bhk`cfh`\Uh`U`Y  
ØVYffUgW\`h`Ua`d^Y`d/



K Ybb`@Yi hY`YfZU\ fYbž`XUgg`jW\`HfU]bYf`V]bž`[ ]Vh`Yg`Y]bYb  
A ca Ybhž`]b`XYa` ]W\`[ YhYghYh`k YfXY`"9g`[ YgW\U\`\_Øfn`jW\`VY]  
Y]bYa`5VYbXYggYb`a`]h`XYf`Ua` ]Y`a`Y]bYf`fYi bX]b`8 Ug  
; YgdfÅW\`XfY\hY`g]W\`i a`C fUb[ YH\Ycfmž`XYb`VY`jYVhYb

6ccchWJa d!K cf\_ci h!Gh]žVY]XYa Y]bYJ]Y`nU\`j cb; Yk ]W hYb  
i bX`7UfX]c`Xi fW`HYWbc`c[ ]Y`i bhYfghØmh`k ]fX"

8]Y`GWk YghYf`a Y]bYf: fYi bX]bž?Uh]Yž[ ]b[ `]b`XYb`YhnhYb  
A cbUhYb`ni `Y]bYa `c\_U`Yb: fUbW]gY`i bX`YXYf`k c`hY`k ]ggYbž  
k Ug]W`j cb`XYa `HfU]b]b[ `U`hY"

⇒W`\_cbbhY`gU[ YbžXUgg`YXYf`XUW hYž]W`k ØfXY`a ]W`]bhYbg]j Yf  
a ]h`C fUb[ YH\Ycfm`Ui gY]bUbXYfgYhnYb`U`g`a ]h`XYa `8YggYfhžXUg  
]W`[ YfUXY`XYa c`]Yfh`UVY"

5VYf`a Y]bY`5bhk cfh`Uh`U`Y`ØVYffUgW`h`i bX`Yg`]gh`Y]bY  
k ]W`h][ Y`9f]bbYfi b[ žk Ybb`G]Y`j Yfgi W`YbžXUg`f]W`h][ Y`HfU]b]b[  
ZØf`G]Y`ni `Z]bXYb"

⇒\U`hgj YfnY]W`b]g

- K ]Y`Z]bXY`]W`XUg`f]W`h][ Y`HfU]b]b[ `ZØf`X]W`3
- ⇒h`C fUb[ YH\Ycfm`Y]b`[ i hYg`HfU]b]b[ 3
- K c`g]W`X]Y`C fUb[ Ybh\Ycf]Y`j YfVYggYfb`\_Ubb
- H\Ya Yb`XYf`bÅW`ghYb`5fh]\_Y`

K ]Y`Z]bXY`]W`XUg`f]W`h][ Y`HfU]b]b[ `ZØf`X]W`3

⇒W`hfU]b]YfY`gY]h`a Y`f`U`g`%) `J\fYb`A YbgW`YbžXUfi bhYf`Ui W`  
Y]b][ Y`[ fc»Y`BUa Yb``5VYf`k Ybb`a ]W`@Yi hY`ZfU[ Ybžk Ug]W`j cb  
]\fYa `HfU]b]b[ gd`Ub`\U`hYžØVYffUgW`h`a Y]bY`YfghY`F YU\_h]cb`g]Y  
bcfa U`Yfk Y]gY"

⇒W`VY[ Ubb`XUa ]hž`YfUi gni Z]bXYbžk ]Y`cZh`dfc`K cW`Y`Ya UbX  
hfU]b]YfYb`a ØW`hY`i bX`k ]Y`cZh`Yf`X]YgYg`N]Y`YffY]W`h"

⇒W`bYbbY`XUg`X]Y`?cbg]ghYbnj Yf\Å`hb]gž`i bX`Yg`]gh`XYf`Ua  
a Y]ghYb`i bhYfgW`ÅhnhY`5gdY\_hžXUg`f]W`h][ Y`HfU]b]b[ `ZØf`⇒fY

N]Y`Y`i bX`≡fYb`? ÒfdYf`ni `Z]bXYb`"

## **CONSISTENCY RATIO**

***how many times per week someone wants to exercise***

***how often they are hitting that goal***

8]Y` VYghYb`K cf\_ci hg`g]bX`X]Y`Yb][ Ybž`X]Y`ZØf`G]Y`Zi b\_h]cb]YfYb`  
6Y]` ZØf`X]W\`UfVY]hYb` `[ Y\h`Yg`YXcW\`k Yb][ Yf`i a  
K ]YXYf\`c`i b[ Yb`i bX`GÀhnY`U`g`i a`?cbg]ghYbn`i bX  
B UW\`U`h][ \_Y]h`"

K Ybb`G]Y`XUg`VYghY`Dfc[ fUa`a`XYf`K Y`h`Yf\`U`hYbž`Yg`UVYf`Y]b  
dUUf`A cbUhY`Ub[ `bi f`ni`) \$`DfcnYbh`Xi fW\`ZØ\`fYb`\_ÖbbYbž  
k YfXYb`≡fY`9f[ YVb]ggY`ØVYfk`À`h][ YbX`gY]b`"K Ybb`G]Y`X]YgYb  
5bgUhn`a ]h`Y]bYa` `a ]bXYfk`Yfh][ Yb`Dfc[ fUa`a`j Yf[ `Y]W\`Ybž`XUg  
G]Y`Y]b`≡\`f`Ub[ `ni`, \$`DfcnYbh`XYf`NY]h`UVgc`j ]YfYbž`k ØfXYb`G]Y  
VY]`XYa` `mdch\`Yh]gW\`gW\`YW\`hYfYb`Dfc[ fUa`a`j ]Y`VYggYfY  
9f[ YVb]ggY`Yfn]Y`Yb`"

8Yf`; fi bX``]Y[ h`Ui Z`XYf`<UbX.`6Y]`XYb`9f[ YVb]ggYb`[ Y\h`Yg  
XUfi`a ž`G]Y`ni`a`ch]j ]YfYb`i bX`\`Ufh`ni`UfVY]hYb`"G]Y`\_ÖbbYb  
gdÀhYf`]a`a`Yf`bcW\` `cdh]a ]YfYb` ž`UVYf`?cbg]ghYbn`fb]W\`h  
DYfZY\_h]cbŁ`ghY\`h]a`a`Yf`Ub`YfghYf`GhY``Y""8Uni` `[ Y\`Øfh`gck`c\`  
≡fY`9fbÀ\`fi b[ `i`bX`hfU]b]YfYb`"

5VYf`VY]`gc`j ]Y`Yb`Cdh]cbYb` `j`cb`C`b`]bY!7cUW\]b[ ž`X][ ]hU`Ya  
GhfYUa`b[ ž`6cc`hWUa`dgž`5ddg`i bX`9]bnY`hfU]b]b[ ` `]gh`Yg`b]W\`hg  
Y]bZUW\`ž`XUg`ni`Z]bXYbž`k Ug`ZØf`G]Y`Zi b\_h]cb]Yfh`"

8U\`Yf`gc``hYb`G]Y`ni`bÀW\`gh`J Uf]UV`Yb`VYfØW\_g]W\`h][ Ybž`X]Y`Yg  
≡bYb`a` Ò[ `]W\`Yfk`Y]gY`YfgW\`k YfYbž`hfU]b]YfYb`ni`k`c``Yb`"

8 Uni '[ Y\ÖfYb'8]b[ Y'k ]Y.

K Ug'gh'X]Y'HfU]b]b[ gi a [ YVi b[ 3

- A UW gh'Xi ', Vi b[ Ybž'VY]'XYbYb'Xi 'X]W'k c\`i bX'g]WYf ZØ\`gh3
- K Ybb'b]W'hž'\UVYb'G]Y'X]Y'I bhYfghØmi b[ ž'i a 'X]YgYg JYfhfUi Yb'ni '[ Yk ]bbYb3
- <UVYb'G]Y'GdU>'Ub'Y]b][ Yb'fb]W'h'i bVYX]b[ h'U''YbŁ'XYf K cf\_ci hg3
- <UVYb'G]Y'XUg'; YZØ\`ž'XUgg'Yg'G]Y'VYggYf'a UW h3
- 9f[ fY]ZYb'G]Y'A U>bU'a Yb'i bX'gYhYb'G]Y'g]Y'i a 'cXYf Z]bXYb'G]Y'; fØbXYž'X]Yg'ni 'j Yfa Y]XYb3
- DUggh'Yg'ni 'ÄfYa '@YVYbggh]' 'cXYf'VYk ]f\_h'Yg'Y]bY'gc XfUa Uh]gWY'JYfÄbXYfi b[ ž'XUgg'G]Y'Yg'\_Ui a 'Yfk UfhYb \_ØbbYbž'V]g'G]Y'a ]h'XYa 'Dfc[ fUa a 'ZYfh][ 'g]bX3

9g'[ ]Vh'j ]Y'Y'UbXYfY', VYf'Y[ i b[ Ybž'UVYf'U''Ygž'k Ug'Äf  
?cbg]ghYbnj Yf\Ä'hb]g'Ui ZYhk U', \$'DfcnYbh'fcXYf'a Y\fl'Yf\Ø'hž']gh  
XYf'Gk YYh'Gdch'ZØf'9f[ YVb]ggY''

; ]Vh'Yg'8]b[ Yž'X]Y'jW'Ub'CfUb[ YH\Ycfm'b]W'h'a U[ 3'

8UfUi Z\_ØbbYb'G]Y'k YhhYbž'i bX'k ]f'k YfXYb'X]YgY'k Y]hYf'i bhYb  
[ YbUi Yf'VY\UbXY'b''

5VYf'X]YgY'8YhU]'g'g]bX'b]W'h'gc'k ]W'h][ ž'k ]Y'g]Y'K cWY'ZØf  
K cWY'Ui ZhUi WXYb''

=gh'CfUb[ YH\Ycfm'Y]b'[ i hYg'HfU]b]b[ 3

Ni fØW\_'ni f'GWk YghYf'a Y]bYf': fYi bX]b''Ni a 'YfghYb'A U''b']\fYa  
@VYb'hfU]b]YfhY'g]Y'\_cbgYei Ybh''5'gc'Yfa i h][ hY']W'g]Yž  
k Y]hYfni a UWYbž'gc'Ub[ Y'\_Y]bY'XYf'6Yk Y[ i b[ Yb'GWa YfnYb  
j Yfi fgUW'hY''

K Ybb'G]Y'Yhk Ug'[ YŽi bXYb'\UVYbž'XUg'Ži b\_h]cb]Yfhž'a UWYb'G]Y  
g]W'Yhnh'\_Y]bY'Gcf[ Yb'i a 'X]Y'8YhU]'g''9fgWY]bY'Y]bZUW'k Y]hYf''

C fUb[ YH\Ycfm'gY`VghYbh\À`h'Y]b][ Y`9`Ya YbhYž`X]Y`XYb`A YbgWXYb  
gck c``j ca`GhUbXdi b\_h'XYf'?cbg]ghYbnž`XYf`I a [ YVi b[ `U`g`Ui W  
XYb`HfU]b]b[ g`gY`Vgh`Y`ZYb""

C fUb[ YH\Ycfm!K cf\_ci hg'g]bX`Y]b`Y]bghØbX][ Yg  
; Ubn\_ÖfdYfYf`YVb]gž`VY]`XYa`7UfX]c`i bX`; Yk ]W`hY`\_ca V]b]Yfh  
k YfXYbž`i a`5i gXUi Yfž`?fUZh`i bX`@Y]ghi b[ `ni`j YfVYggYfb""I bX  
U`Yg`k ]fX`j cb`<Yfnž`Yei Ybna YggYfb`i bhYfghØmhž`X]Y`≡fYb  
: cfhgWf]hh`k À`fYbX`XYg`HfU]b]b[ g`a YggYb`i bX`≡fY`9f[ YVb]ggY  
Ui ZJ ]XYcVcUfXg`hY]`Yb""



8 ]Y`K cf\_ci hg`\_ÖbbYb`Ybhk YXYf`XYb`YhhUVVUi`cXYf`XYb  
A i g\_Y`Ui ZVUi`i bhYfghØmYb`fY`bUWXYa ž`k ]Y`G]Y`≡fY`9fbÀ`fi b[  
UbdUggYbž`i bX`Yg`f]W`hYh'g]W`k ]f`\_]W`Ub`X]Y`Yb][ Ybž`X]Y`[ YfbY  
]b`; fi ddYbi bhYff]W`h`UfVY]hYb"

≡W`a U[ `Yg`j ]Y`Y]W`hž`]b`Xi b`\_Yb`; UfU[ Yb`ni`h'fU]b]YfYbž`UVYf  
j ]Y`Y`@Yi hY`UVYb`GW`k ]Yf][ \_Y]hYbž`]b`UV[ Y`Y[ YbYb`F`Ai a Yb`ni  
h'fU]b]YfYb""

8 Ug`HfU]b]b[ `]b`Y]bYf`[ fc»Yb`; fi ddYž`k ]Y`VY]`C fUb[ YH\Ycfmž`]gh  
a`ch]j ]YfYbX`i bX`k Y]h`k Yb][ Yf`Y]bgW`ØW`hYfbX`U`g`Y]b  
%!ni`!%!HfU]b]b[ ""

K JY' ? Uh]Y' fXJY' GwXk YghYf'a Y]bYf': fYi bX]bŁ'hY]'hYž'

9g'k Uf' ]b' XYf' @U[ Yž'a ]f' , Vi b[ Yb' VY]ni Vf]b[ Ybž'X]Y' ]wX  
Ui » Yf\U`V' ]\fYg': ]hbYggghi X]cg' Ubk YbXYb' \_cbbhYž'j cb' XYbYb' ]wX  
j cf\Yf'b]Y' k i gghYž'k ]Y'a Ub' g]Y'a UwXhž'cXYf'X]Y' ]wX' ]b' Y]bYa  
Xi fWgWb]h]wX Yb': ]hbYggghi X]c' b]wXh'U`Y]bY' Ui gdfcV]YfYb  
k ØfXY" ' .

I bX'X]Y' 6Yn]Y\ i b[ Ybž'X]Y' G]Y' Ybhk ]W\_Y`bž'\_ØbbYb' XUni  
VY]hfU[ Ybž'XUgg'G]Y' ni f'F YWYbgWUZh[ Ync[ Yb'k YfXYbž'XU  
UbXYfY'k ]ggYbž'k Ybb' G]Y' ØVYfgdf]b[ Yb" .

8]Y' ? Ua YfUXgWUZh'XYg'; fi ddYbhfU]b]b[ g']gh'Y]b' i bVYghfY]hVUfYf  
JcfhY]' "C\ž'i bXž'ni a' ; i hYb'cXYf' GwX`YwXhYbž'k Ubb' 'YXYfa Ubb'  
G]Y' \_ØbbYb' ÆfY' < YfnZfYei Ybn'Ui ZXYb' J ]XYcV]'XgW]fa Yb' gY\Yb  
'k ]Y' ]b' X]YgYa' : U`']gh'Yg'k Yb][ Yf'k U\fgWY]b' ]wXž'XUgg'G]Y' g]Y  
Ubfi ZYb" .

5i » YfXYa' '[ Ua ]Z]n]Yfh'CfUb[ Y'H\Ycfm'X]Y' K cf\_ci hgž'k Ug'Ui wX  
VY]'XYf'A ch]j Uh]cb'\Y`ZYb' \_Ubb" .

K Å\YbX'Y]bYg'HfU]b]b[ g'Yf\Å'hgh'Xi' ' Gd`Uh !Di b\_hY" '8]YgY'Gd`Uh!  
Di b\_hY'nY][ Yb'X]Y'A ]bi hYb'Ubž'X]Y' ]b' XYb' < YfnZfYei YbnncbYb'a ]h  
\c\Yf' ðbhYbg]hÅh]j YfVfUwXh'k i fXYb" .

8]Y' K YVg]hY' j cb' CfUb[ Y'H\Ycfm'gW\Å[ h]j cfž'XUgg'G]Y' VY]' 'YXYa  
HfU]b]b[ ' %&'Gd`Uh!Di b\_hY' UbghfVYVb' gc``hYbž'i a' X]Y  
? U`cf]Ybj YfVfYbbi b[ 'ni' a UI ]a ]YfYb' fā Y\f'XUni' k Y]hYf'i bhYbŁ"

CfUb[ Ybh\Ycf]Y' VY\_ca a h'Yhk Ug' '8]b[ Y'f]wXh][ ž'k Ybb'Yg'i a' XUg  
HfU]b]b[ '[ Y\hž'k Ybb' Æf'N]Y`XYf': YhUVVUi' ]gh" .

C Vk c\`X]Y' < Å`ZhY'XYf'NY]h'Ui Z'XYa' '@Ui Z/UbX'fb'XYf': U\ffUX'cXYf'  
Ghf]XYfŁ'j YfVfUwXh'k ]fXž'VY]b\U'hYb'X]Y' HfU]b]b[ gY]b\Y]hYb  
? fUZhfU]b]b[ "'8]Y' HfU]bYf' \_ca V]b]YfYb' &!'  
? fUZhfU]b]b[ gVYk Y[ i b[ Yb'a ]hY]bUbXYfž'UVk YwXgY'bX'nk ]gWYb  
C VYf\_ØfdYf!ž'I bhYf\_ØfdYf!'i bX'Fi a dZVYk Y[ i b[ Yb" .



; YbUbbh' Hf]!GYhg 'cXYf'A ]b]!7]fW ]hgž']gh'X]Yg'Y]b'gc`]XYg'GYhi d  
ZØf'Y]b': YhhUVVUi !K cf\_ci hi bX'Y]bYgž'XUg'k ]f'VY]'Y]b][ Yb'6cfb  
: ]hbYgg!?!i bXYb'j Yfk YbXYb''

G]Y'ca V]b]YfYb'X]YgY'N]f\_Y''Ui W' a ]h'7UfX]c!Gdf]bh  
5bghfYb[ i b[ Ybž'bcfa U'Yfk Y]gY'Ui ZXYa 'F i XYfYfž'VYj cf'g]Y'ZØf  
Y]bYb'k Y]hYfYb'GUhn'ni a ' ?fUZh\_fY]g'Ui Zni fØW\_\_Y\ fYb''8]YgY  
GhfUhY[ ]Y'k YbXYb'k ]f'Ui W'VY]'6cfb': ]hbYgg'Ubž'U''YfX]b[ g'bi f  
VY]'Zcfh[ YgW\ f]hhYbYfYb'?i bXYb'fl bX'ZØf'VY[ fYbnhY'NY]hž'a Y\ f  
XUni 'i bhYbŁ"

K c'g]W\ 'X]Y'C fUb[ Ybh\Ycf]Y'j YfVYggYfb  
\_Ubb

5i g'HfU]b]b[ gg]W\h'[ ]Vh'Yg'Y]b][ Y'6YfY]W\Yž'X]Y'G]Y  
VYfØW\_g]W\h][ Yb'gc''hYbž'VYj cf'G]Y'a ]h'Y]bYa 'C fUb[ YH\Ycfm!  
Dfc[ fUa a 'VY[ ]bbYb''5i W'X]Yg'g]bX'\_Y]bY'; fØbXYž'k Ufi a 'XYf  
5bgUhn'gW'YW\h']ghž'gcbXYfb'8]b[ Yž'X]Y'a Ò[ 'W\Yfk Y]gY'b]W\h'[ i h  
ni 'ÀbYb'dUggYb''

: Y\`Yf`%. `? Y]bY` : U\ ffUX]bhYbg]hÅh

K Ybb`G]Y`&\*!&, `A ]bi hYb`7UfX]c!HfU]b]b[ `Ui Z`@Ui ZVUbXVUg]g`i bX  
&\*!&, `A ]bi hYb`\cW]bhYbg]j Yg`?fUZhfU]b]b[ `Ui Z`N]f\_Y`VUg]g  
\_ca V]b]YfYbž`Vf]b[ Yb`G]Y`≡fYb`? ÒfdYf`ØVYf`Y]bYb`Ub[ Yb  
NY]hfUi a `Ui Z`Y]b`\c\Yg`B]j YUi "

8]Yg`ZØ\fh`i bg`ni `a Y]bYa `YfghYb`GhfY]hdi b\_h`a ]h`CfUb[ YH\Ycfm  
9g`j Yfk YbXYh`a Ui ]a U`Y`≡hYbg]hÅh`U`g`9\fYbnY]WYbž`k Ug`b]W h  
]a a Yf`ni `[ fc»Ufh][ Yb`9f[ YVb]ggYb`ZØ\fh`

9g`]gh`k ]W h][ ž`g]W`VYk`i ggh`ni `a UWYbž`k Ug`Y]b` [ fc»Ufh][ Yg  
HfU]b]b[ `Ui ga UW h`≡ž`≡hYbg]hÅh`]gh`YfZcfXYf`]W ž`UVYf`]b`XYb  
f]W h][ Yb`A Yb[ Yb"

9]b`HfU]b]b[ `bi f`XUbb`U`g` [ i h`ni `ei U`]Z]n]YfYbž`k Ybb`a Ub`, \$\$  
?U`cf]Yb`j YfVfYbbh`i bX`a ]h`GW`k Y]»Yb[ Y`b`Ui Z`XYa `6cXYb  
YbXYhž`]gh`Y]bY`fi hgW][ Y`5VZU\fh`5i »YfXYa `\_Ubb`X]Yg`VY]  
a UbWYb`A YbgWYb`XUni `ZØ\fYbž`XUgg`G]Y`g]W`≡f`9ggYb`a ]h  
]bhYbg]j Yb`HfU]b]b[ gY]b\Y]hYb`j YfX]YbYb"

G]Y`a ØggYb`\Ufh`hfU]b]YfYb`i bX`CfUb[ YH\Ycfm`k ]fX`≡bYb  
VY]Vf]b[ Ybž`k ]Y`XUg`[ Y`h`5VYf`\cW]bhYbg]j Y`K cf\_ci hg`c\bY  
5bdUggi b[ Yb`ZØ\fYb`b]W h`bi f`ni `[ Yf]b[ YfYb`9fhfÅ[ Ybž`gcbXYfb  
\_ØbbYb`Ui W`ni `6i fbc`i h`ZØ\fYb`i bX`XUg`j Yf`Yhni b[ gf]g]\_c  
Yf\Ø\Yb"

9]b`A`i ghYfž`XUg`]W`cZh`a ]h`?i bXYb`]b`i bgYfYa`j Yfk YbXYb  
k YfXY`7cUW]b[ !Dfc[ fUa a ``VYghY`h`Ui g`%&`?fUZhd\UgYb`[ YZc`[ h  
j cb`Y]bYf`(!) `k ØW][ Yb`\cW]bhYbg]j Yb`N]f\_Y`d\UgY``K ]f`fUXY`b  
≡hYbg]hÅh`i bX`F`i \Yž`i a`g]WYfni ghY`Ybž`XUgg`G]Y` : cfhgW`f]hhY  
a UWYb`i bX`≡fYb`? ÒfdYf`Ui Z`j YfgW]YXYbY`K Y]gY  
\YfUi gZcfXYfb"

DfcV`Ya` , &. `9]b`Yb[ Yf`5bgUhn`ZØf`7UfX]c`

K Å\fYbX`\cW]bhYbg]j Yg`7UfX]c`Y]b`Ui g[ YnY]WYbYhYg`K Yf\_nYi [ ]  
ghž`i a`≡fY`5YfcV]Wni`j YfVYggYfb` : ]hbYggž`XUg`]gh`Yg



b]W\h'bc\k YbX][ ' ' fYb' ? ÒfdYf'XfUa Uh]gW\ 'ni ' j YfÀbXYfb''

9]bY' bYi Y''**YfbYb** ' 'gW\`À[ h'j cfž'XUgg'\cW\]bhYbg]j Yg'HfU]b]b[ 'i bX  
a`À»][ ' ]bhYbg]j Yg'HfU]b]b[ 'Zi b\_h]cb]YfYb' / 'Y]W\ Yfa U» Yb''[ i hž  
k Ybb'Yg'i a 'ZYhhUVVUi ' [ Y\h''

Ð`XYf'A YhUUbU`mgY`fGhi X]Ybghi X]YŁ'k i fXYb') ) 'j YfgW\]YXYbY  
Ghi X]Yb'i bhYfgi W\hž'i a`X]Y'İ bhYfgW\]YXY`nk ]gW\Yb' < ⇒ 9'fk ][ \!  
ÐbhYbg]hm! ÐbhYfj U`!HfU]b]b[ Ł'i bX'A ⇒ 9'fA cXYfUhY! ÐbhYbg]hm!  
7cbh]bi ci g!HfU]b]b[ Ł'ni 'i bhYfgi W\Yb''

8 Ug' < ⇒ 9!HfU]b]b[ '\UhhY'a Y\fyfY'J cfhY]'Yž'k ]Y'XYb'5i ZVUi`XYf  
UYfcVYb' ? UdUn]hÅhfbc[ YbUb bhYf'J C & 'a UI Łž'X]Y'J Yfgcf[ i b[ 'XYf  
A i g\_Y'b'a ]h'GUI YfghcZ'i bX'X]Y'J YfVYggYfi b[ 'XYf'U`[ Ya Y]bYb  
\_UfX]cj Ug\_i`ÀfYb'; Ygi bX\Y]h''

5VYf'k Ybb'G]Y'g]W\`bi f'Ui Z'XYb'; YhhUVVUi`\_cbnYbhf]YfYbž  
gW\Y]bYb'gck c\`' < ⇒ 9'U'g'Ui W\`A ⇒ 9'[ 'Y]W\`[ i h'ni`Zi b\_h]cb]YfYb''

DfcV`Ya`\_ , ' . 'GW\k ]Yf][ \_Y]hYb`VY]'XYf  
DYfgcbU`]g]Yfi b[ 'j cb'; fi ddYbhfU]b]b[ g

8]Yg']gh'b]W\h'gdYn]Z]gW\`ZØf'C fUb[ YH\Ycfmž'XU'X]Y'a Y]ghYb  
; fi ddYbhfU]b]b[ gdfc[ fUa`a Y`ZØf'X]Y`VfY]hY`A UggY'j ]Y`'; i hYg  
VYk ]f\_Yb`\_ØbbYbž'UVYf'g]Y'\UVYb`Y]bY`DchYbn]U`''9]bgW\ fÀb\_i b[ ''

C fUb[ YH\Ycfm' ? fUZhfU]b]b[ g!K cf\_ci hg'gW\Y]bYb'ni ZÀ`][ 'ni`gY]b''

Ni ZÀ`][ Y'K cf\_ci hg`\_ØbbYb'i bhYf\U`hgUa`gY]b'fi bX'G]Y'j]bg  
GW\k ]hnYb`Vf]b[ YbŁž'UVYf'k c\Yf'k ]ggYb`G]Yž'cV`G]Y'j]b`Y]bYf  
VYgh]a`a hYb`6Yk Y[ i b[ 'ghÅf\_Yf'k YfXYb3'

I bX'k Ybb'G]Y` fY' ? fUZhØVi b[ Yb'a ]h'7UfX]c!5i gVfØW\Yb  
\_ca`V]b]YfYbž']gh'Yg'k Yb][ Yf'k U\fgW\Y]b`]W\ž'XUgg'G]Y'g]W\  
nk ]gW\Yb`XYb`GÅhnYb`Yf\c`Yb''9]bY`\_ØfnYfY`9f\c`i b[ gnY]h  
VYXYi hYhž'XUgg'G]Y'b]W\h]b`XYf`@U[ Y'g]bXž'X]Y`6Yk Y[ i b[ Yb`GUhm  
ZØf`GUhn`Ui Zni`UXYbž'i a`g]W\`gY`Vgh[ Ybi [ '\YfUi gni ZcfXYfbž'i a  
ZYhhžfY]Y`A i g\_Y'b`Ui Zni`VUi Yb`fbXYf'ni`Yf\U`hYbŁ''

8Yb\_Yb`G]Y`XUfUbž`k Ybb`G]Y`k Å\fybX`XYf`YhUVVUi dYf]cXYb  
?fUZhFfU]b]b[ `a UWXYbž`a ÒW`hYb`G]Y`gc`j ]Y`A i g\_Y`a UggY`k ]Y  
a Ò[ `]W`Yf\U`hYb`i bX`b]W`hYbX`cg`?U`cf]Yb`j YfVfYbbYbž`X]Y  
VYXYi hYb`\_ÒbbhYbž`XUgg`G]Y`A i g\_Y`b`j Yf`]YfYb`i bX`Yh`

I a `X]Yg`ni `hi bž`a ØggYb`G]Y`ja `@Ui ZY`XYf`NY]h`bUW`i bX`bUW`  
a Y`f`5fVY]h`fGÅmY`I`K ]YXYf`c`i b[ YbŁ`Ui gZØ\fyb`8Yf`Y]bZUW`ghY  
K Y[ ž`X]Yg`ni `hi bž`VYghY`h`XUf]bž`ÀfY`HfU]b]b[ gY]b\Y]hYb`ni  
j YfZc`[ Yb`i bX`X]YgY`HfU]b]b[ gY]b\Y]hYb`ØVYf`Y]bYb`NY]hfUi a`j cb  
`V]g`)`K cWXYb`ni`k ]YXYf`c`Yb`

5`Yg]b`U`Ya`\_ÒbbYb`k ]f`ZUgh`YXYg`HfU]b]b[ `\_f]h]g]YfYb`K Ybb  
CfUb[ Y`H\Ycfm`ÀbYb`\]žž`cbgYei Ybh`VY]`ÀfYa`HfU]b]b[ `ni  
V`Y]VYbž`\_Y]bY`JYf`Ymi b[ Yb`j Yfi fgUW`h`i bX`Y]bY`I a [ YVi b[ `]ghž  
X]Y`G]Y`[ Yb]Y»Ybž`XUbb`gc`hYb`G]Y`g]W`Yf`gY]bž`XUVY]`ni`V`Y]VYb  
i bX`ni`gY`Ybž`k c\]b`Yg`G]Y`ZØ\fh`

H\Ya Yb`XYf`bÅW`ghYb`5fh]\_Y`

DYf]cX]g]Yfi b[ `Gc`Z]bXYgh`Xi`XUg`f]W`h][ Y`HfU]b]b[ `ZØf`X]W`  
\YfUi g

8]Y`:]hbYgg!Bch!Hc!8c!@]ghY

Jc fg]W`h]j cf`XYa`bÅW`ghYb`HfYbX



6>K UfX

6>\Uh`Y]bYb`6G`]b`; Ygi bX\Y]hi bX`a YbgW`\W`Y`@Y]ghi b[ `i bX

a Y\fyfY`NYfh]Z]n]Yfi b[ Ybž`XUfi bhYf`DfYW]g]cb`Bi hf]h]cb`@Yj Y`%  
i bX`6]c: cfW`7Yfh]Z]YX`7cbX]h]cb]b[ `7cUW`"K Å\fybX`gY]bYf  
%( !Å\f][ Yb`HfU]bYf\_Uff]YfY`\UhhY`Yf`XUg`; `ØW\_ž`Y]bY`J]Y`nU\`j cb  
?i bXYb`ni `WcUW`Yb"`Jcb`Cb`]bY!?! bXYbž`X]Y`]b`HcdZcfa`gY]b  
a ØW`hYbž`ØVYf`79C`BUhY`7\YW\_Yhg`fF\cbYŁ`i bX`79C`A UfW`c  
7`Ui fY`fGcZhVUb\_Ł`V]g`\]b`ni a`dfcZYgg]cbY`Yb`G\_UhYVcUfXYf`GYUb  
A U`hc"`Jcf`6Y[ ]bb`gY]bYf`5i gV]`Xi b[ g`Ui ZVU\b`k Uf`Yf  
k ]ggYbgW`UZh]W`Yf`A ]hUfVY]hYf`ja`gdcfhk ]ggYbgW`UZh]W`Yb`@JVcf"

.

.

..H

⇒gd]f]Yfh]j cb`6:

8YhU]`g

6Ygi W`Yb`G]Y`i bg`Ui Z.`a Y]b!Z]hbYgg"bYh