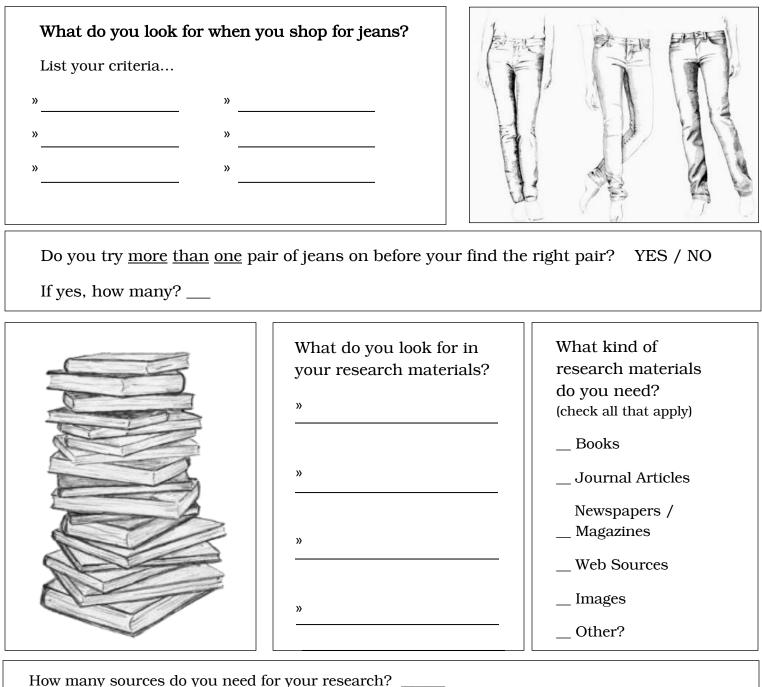
What does shopping for JEANS have to do with research?

You might be surprised!



You may have to look at TWICE as many sources before you find what you need!

What does shopping have in common with research?

» You have certain criteria in mind when whether you "shop" for jeans or for sources.

» You may have to "try on" more than one pair of jeans or source before you find the right fit.