Black Swan Theory

1. The event is a surprise
2. The event has a major effect
3. After the first recorded instance of the event, it is rationalized by hindsight, as if it could have been expected; that is, the relevant data were available but unaccounted for in risk mitigation programs. The same is true for the personal perception by individuals.
Shuttle Bids in BNSF Secondary Market
~ June 2012 - December 2014 ~

- Maximum Bid
- Average Bid
- Minimum Bid

Data Source: U.S. Department of Agriculture, Agricultural Marketing Service
“Much unhappiness has come into the world because of bewilderment and things left unsaid.”

~ Fyodor Dostoyevsky ~
“The single biggest problem in communication is the illusion that it has taken place”

~ George Bernard Shaw ~
WHEN YOU'VE BEEN MARRIED A LONG TIME, YOU GET TO KNOW WHAT THE OTHER PERSON THINKS.

NO YOU DON'T.
Thank you!