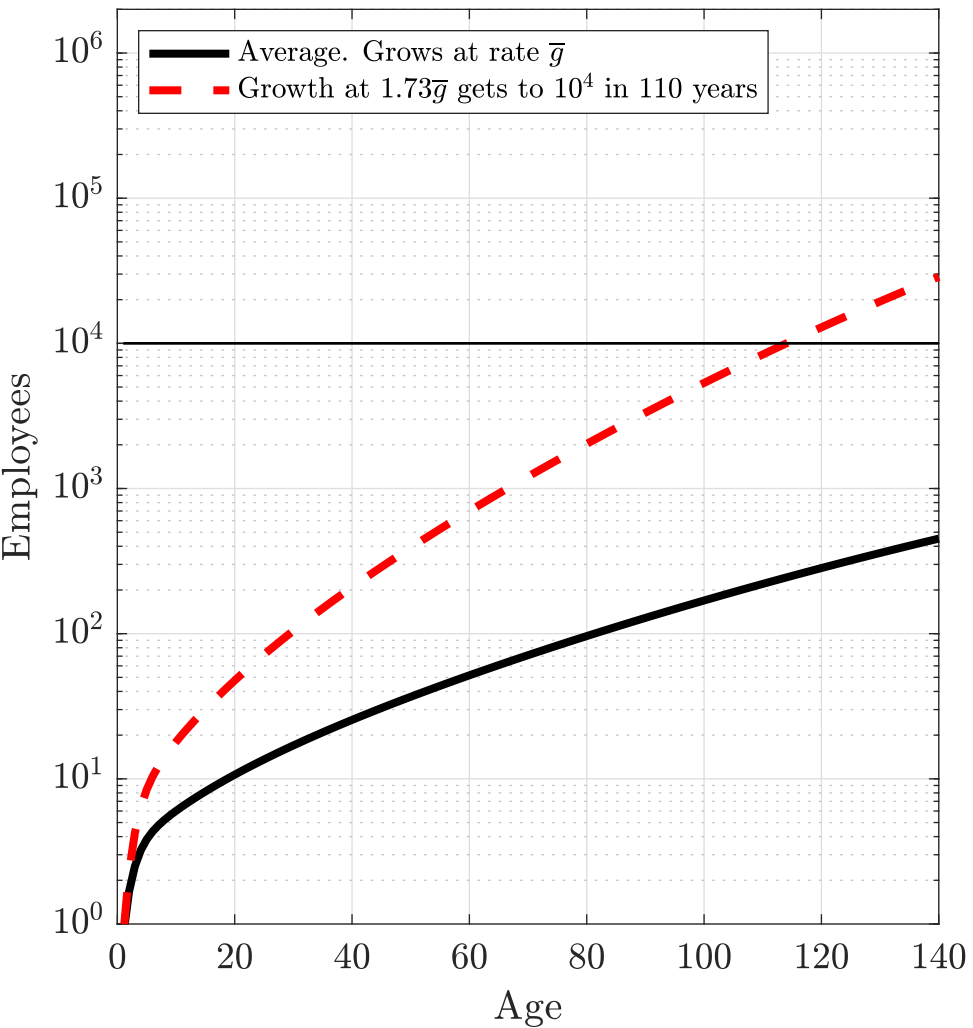
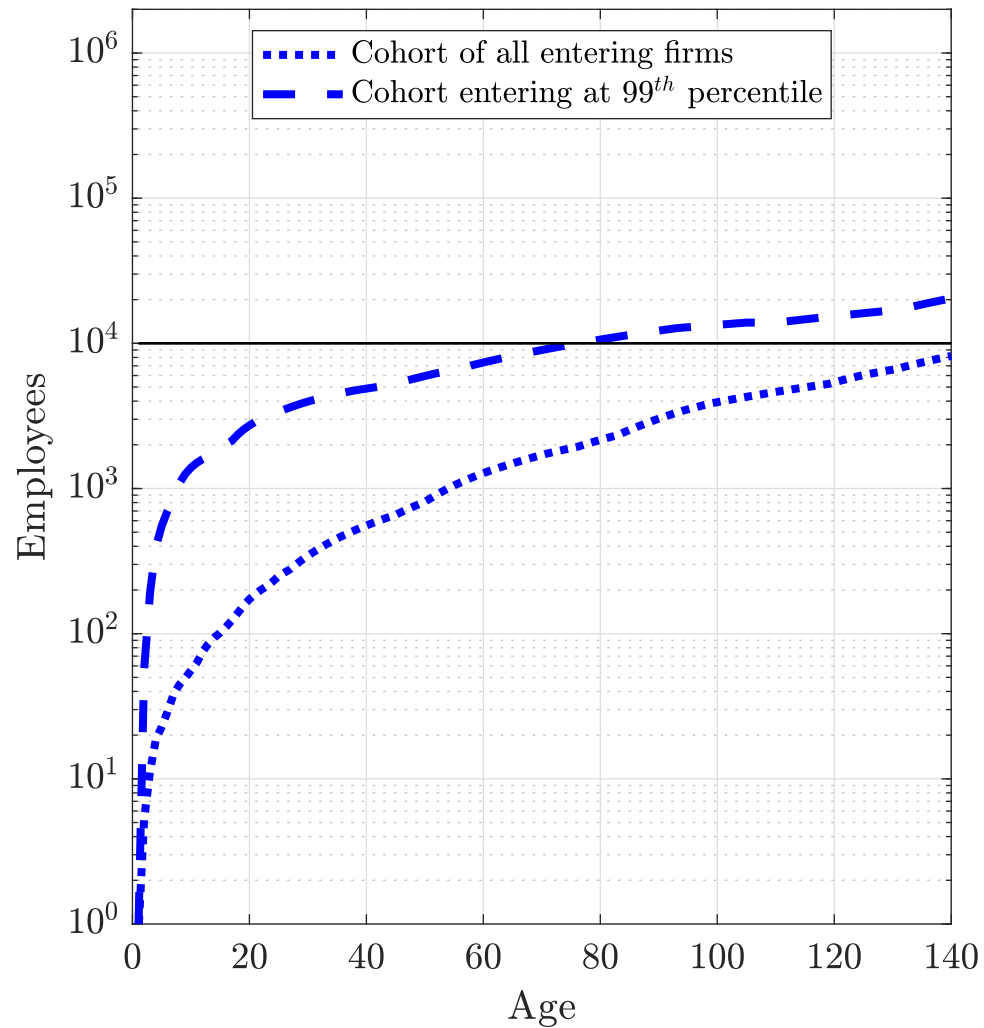


A. Average lifecycle

B. Superstar lifecycle (99.5th percentile of cohort)

C. Superstar lifecycles (Luttmer 2011, Fig. 1)

