BMI EXHBIT 36: The unexpected results of JOHN H. HNATIO’s patents and trade secrets.

1. Overcoming the “frame problem”

<http://plato.stanford.edu/archives/spr2004/entries/frame-problem/>

1. Bridging the gap between subjective human behavior and qualitative reality

<http://blog.hubspot.com/marketing/problem-with-predictive-analytics>

<http://jtonedm.com/2011/04/11/predictive-models-are-not-statistical-models/>