



BUCEPHALUS
CONSULTING

TAKING YOU TO NEW TERRITORIES



*Banning
Bananas from
the Great Lakes
and Other
Fantastic Ideas*

Neil Alexander, Principal Consultant

Tel: 639 470 1516

Follow me on LinkedIn: <https://www.linkedin.com/in/neil-alexander-b4a50010/>.



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Context

Calibration

Causation

(not Correlation)