Competent Jerks, Lovable Fools
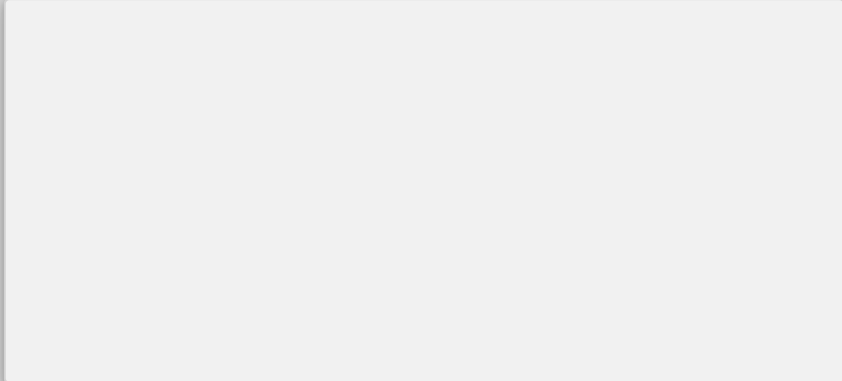
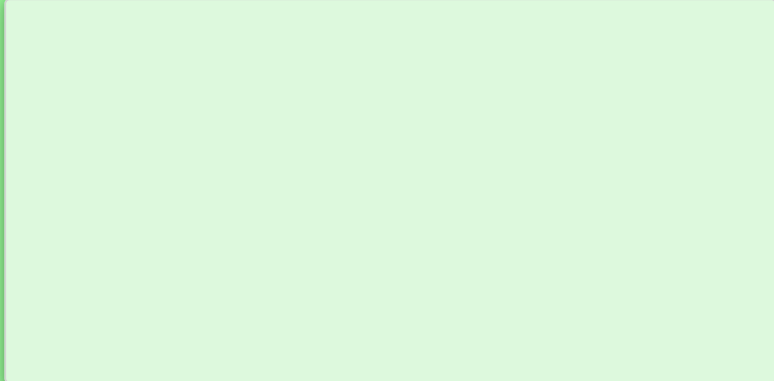|	Low Likability	High Likability
High Competence	(3) **Competent Jerk** (mostly avoided):	(1) **Lovable Star** (desperately wanted):
Low Competence	(4) **Incompetent Jerk** (desperately avoided):	(2) **Lovable Fool** (mildly wanted):