

(1)

 $F(v)$ $v > v_c$

$$G(p) = F(v) + p \cdot v$$

 $G(p)$ $F(v)$

$$v_0 \cdot (-F'_{v_0})$$

$$= p_0 \cdot v_0$$

 v_0 v $p(v)$

$$= -\frac{\partial F}{\partial v}$$

 v