

如前:

已知A廠商的需求彈性為3.

B廠商的需求彈性為5.

且A和B的MC均為\$15.

求最適 price

$$P = \frac{MC}{1 - \frac{1}{|E|}}$$

$$A: P = \frac{15}{1 - \frac{1}{3}} = \frac{15}{\frac{2}{3}} = 22.5$$

$$B: P = \frac{15}{1 - \frac{1}{5}} = 18.75$$

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