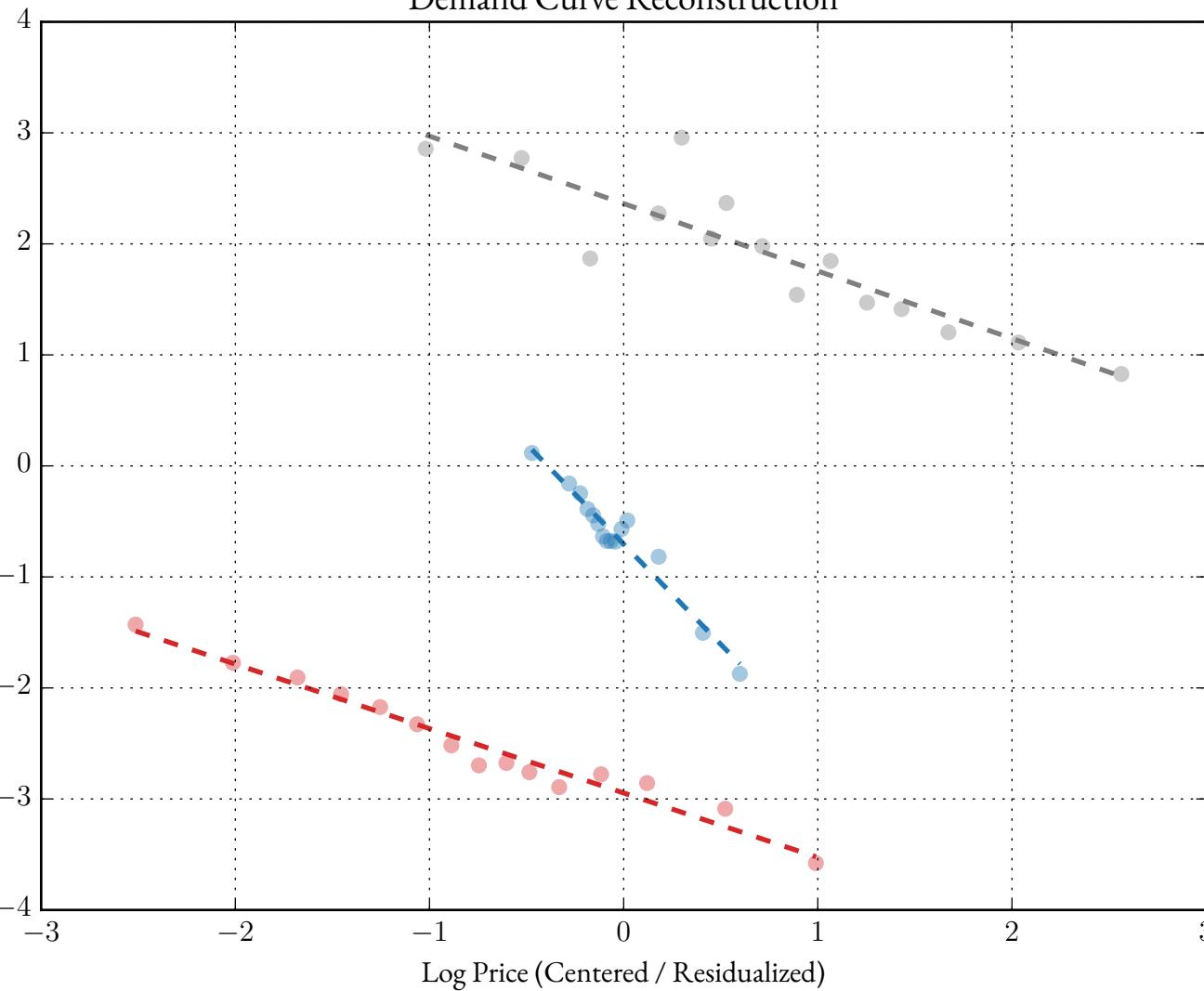Demand Curve Reconstruction