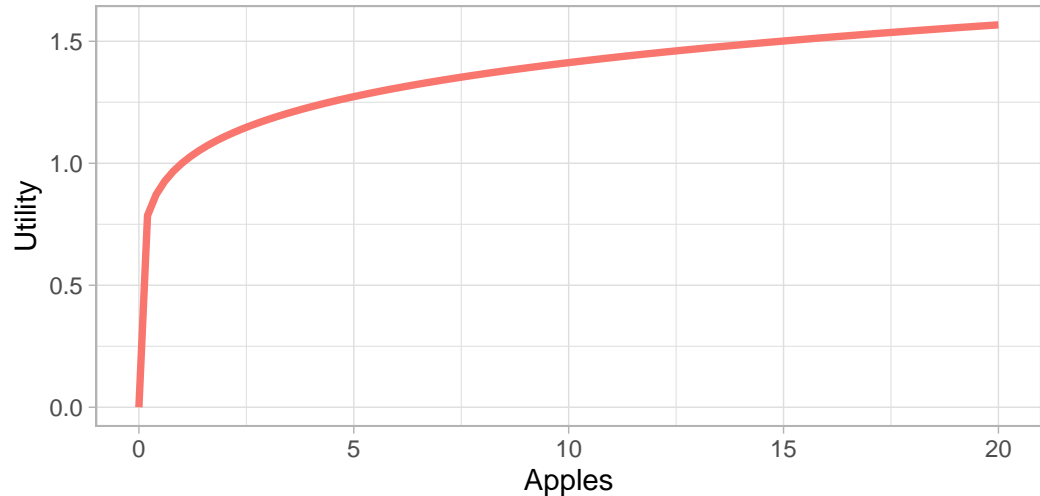


Decreasing marginal utility principle



colour — Utility