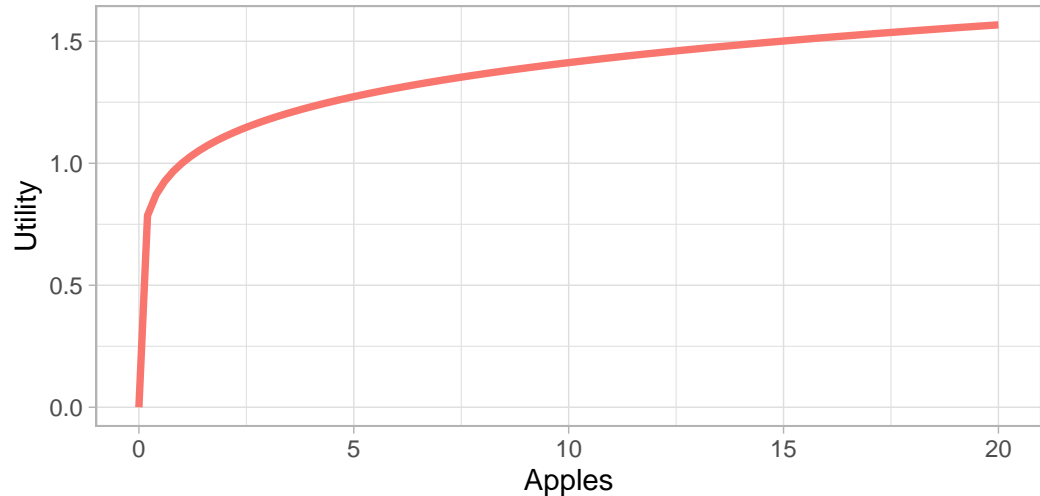


# Decreasing marginal utility principle



colour — Utility