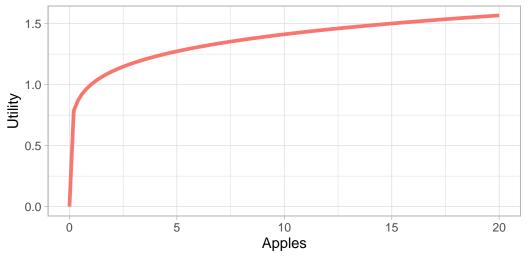# Decreasing marginal utility principle