What have we done so far?
1) Alternative decisions, impacts, standing, efficiency
2) Benefits + costs, willingness to pay, ΔCS, ΔPS, opportunity cost
3) Distortions
4) Secondary market impacts
5) When market impacts observable, use them
6) If only observe initial P, Q
   - elasticity estimates
7) Make reasonable assumptions
   - constant cost
   - pure monopoly, use $3''$, $P_0 \to$ get MC
8) focus on ΔPS, ΔCS, ΔSS, and ΔGS