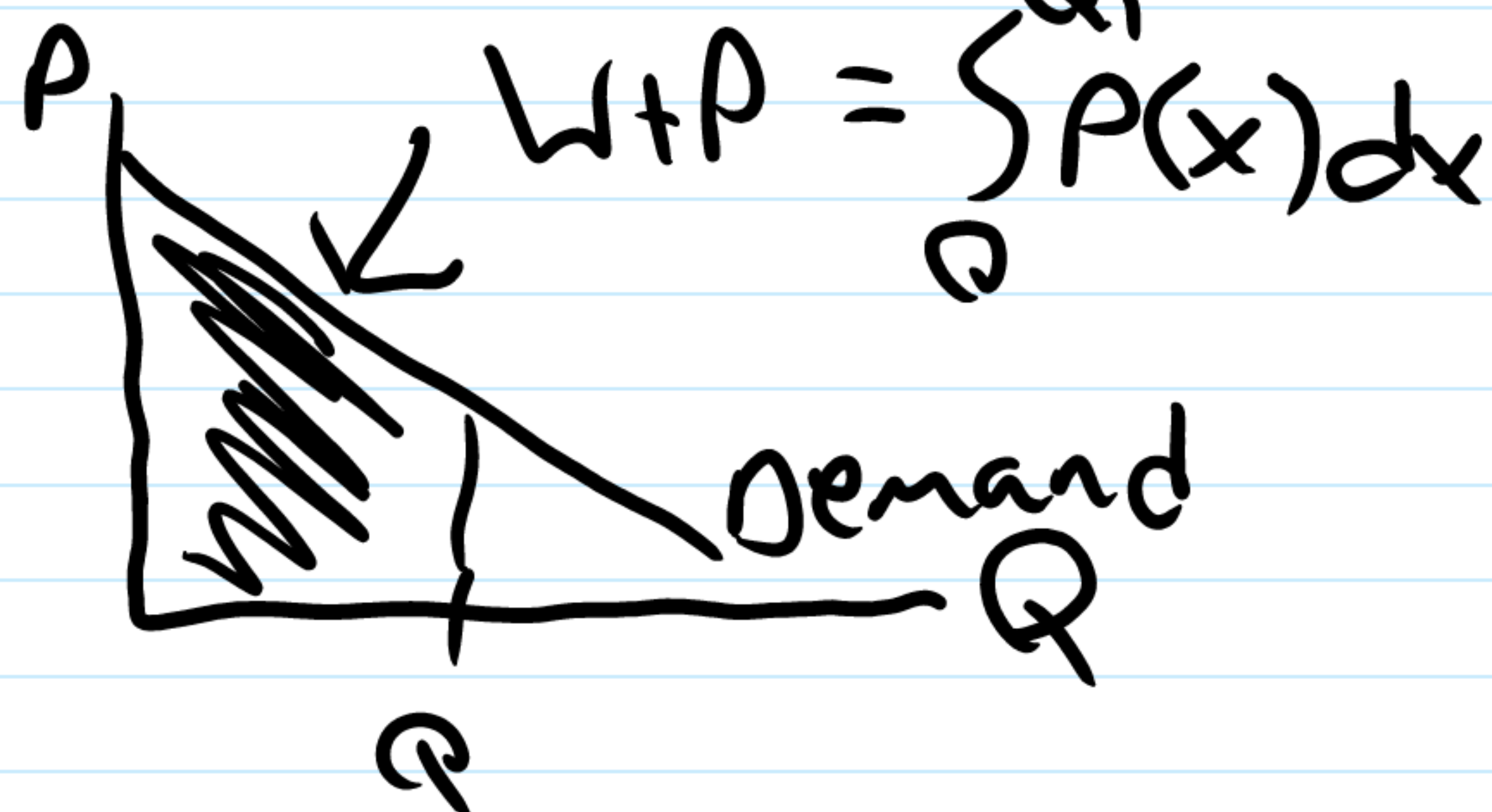


Why is  $W + P = \frac{dV}{dQ}$



$$V(Q) = aQ - \frac{1}{2}bQ^2$$



Maximize  $V(Q) - P \cdot Q$

optimal buy where derivative value = Price