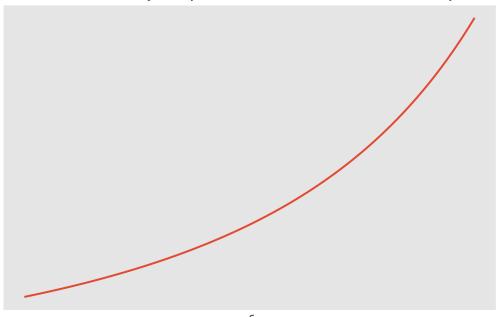
Incentive to adjust price as function of f, with $\phi < 1$



f