

Price, Revenue and Costs, \$

$$\bar{p} = 20$$

Consumer surplus

$$p^m = 11$$

Consumer surplus
gained from bargain

Compensation

$$p^c = c = 2$$

Total costs

$mr(x)$

$$ac = mc = c$$

$p(x)$

$$x^m = 18$$

$$x^c = 36$$

Quantity of output, X

