model of cost

total cost = WL · rk → $k = \frac{TC}{r} - \frac{W}{r}L$

$TC_2 > TC_1$

← Iso-cost

TC/wL

$\frac{-W_2}{r}$

slope = $\frac{-V_1}{r}$

$\frac{TC}{W_1}$ $\frac{TC}{W_2}$ L

TC_3/r

$\frac{TC}{r}$

$k(\frac{}{q}$
$w_1, r_1)$

$\frac{dk}{dL} = \frac{-W}{r}$

$\bar{q}$ L

$L(\bar{q}, r_1, w_1)$

$\bar{q}$ L