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Notice the latter is a quadratic:

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(2) Domain starts at 0 CanadianDollars revenue up to p-intercept coordinate equal to twice the value of vertex of the Parabola:

1. (1) Basis for the Revenue model is a simple multiplication: Revenue = Price×Quantity = $(-\frac{7}{2}p+427) \times p = 427 p - \frac{7p^2}{2}$

(4) The maximum occurs at the vertex p-intercept coordinate:

or the amount 19535.3 CanadianDollars .

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