

# 利潤極大化 (獨占廠商的決策)

$$\pi = TR - TC = \pi(Q) = TR(Q) - TC(Q)$$

$$Max \pi \Rightarrow \frac{d\pi}{dQ} = MR - MC = 0$$

獨佔利潤極大化

$$\frac{d\pi}{dQ} = 0$$

邊際利潤為零

$$\frac{dTR}{dQ} - \frac{dTC}{dQ} = 0$$

邊際收入 = 邊際成本

- $MR > MC$  增產
- $MR = MC$  最適產出
- $MR < MC$  減產

$$P = a - bQ$$

$$MR = \frac{dTR}{dQ} = a - 2bQ$$

$$MC = c$$

$$Q = \frac{a-c}{2b}$$

$$P = \frac{a+c}{2}$$