隨2 $P = 4MC$, εd ?

$$L = \frac{P - MC}{P} = \frac{1}{|\varepsilon d|} \qquad MR = P(1 - \frac{1}{\varepsilon d})$$

$$1 - \frac{MC}{P} = 1 - \frac{MC}{4MC} \qquad MR = 4MC(1 - \frac{1}{\varepsilon d})$$

$$= 1 - \frac{1}{4} \qquad MC = 4MC(1 - \frac{1}{\varepsilon d})$$

$$L = \frac{3}{4} = \frac{1}{|\varepsilon d|} \qquad \varepsilon d = \frac{4}{3}$$

隨1

① # 不賺錢 $\pi = 0$, $P = AC$

② # 總收入極大, $MaxTR \Rightarrow TMR = 0$

③ # 總 π 極大, $Max\pi \Rightarrow MR = MC \Rightarrow$ 邊際利潤