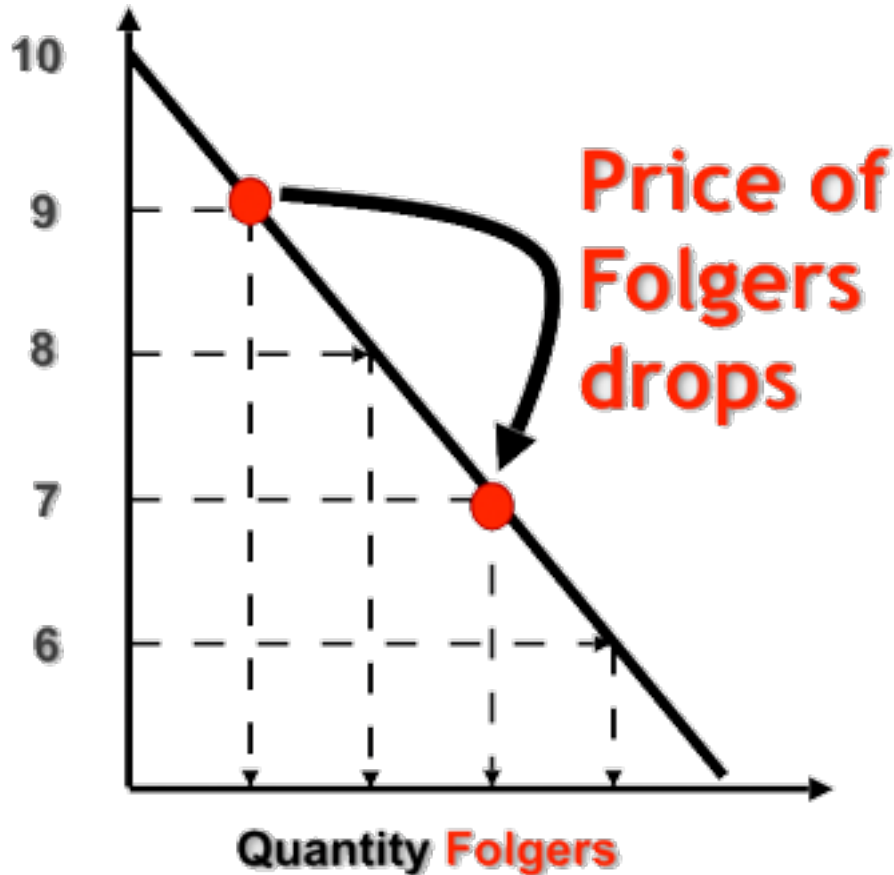


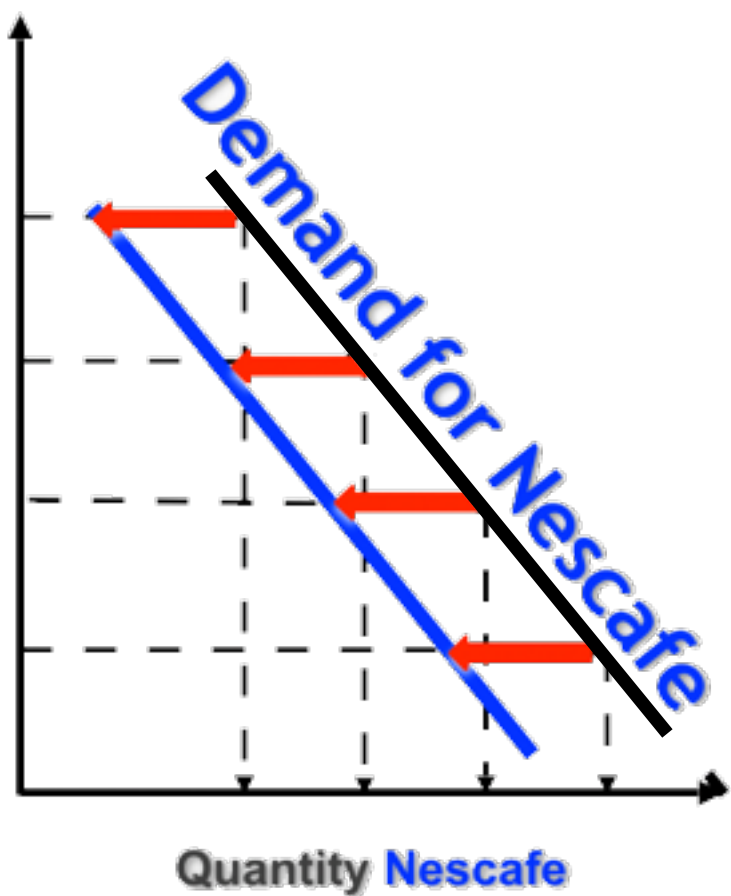
**Can be used as replacements for
one another**

**Demand for the
other drops**

**When one
becomes cheaper**

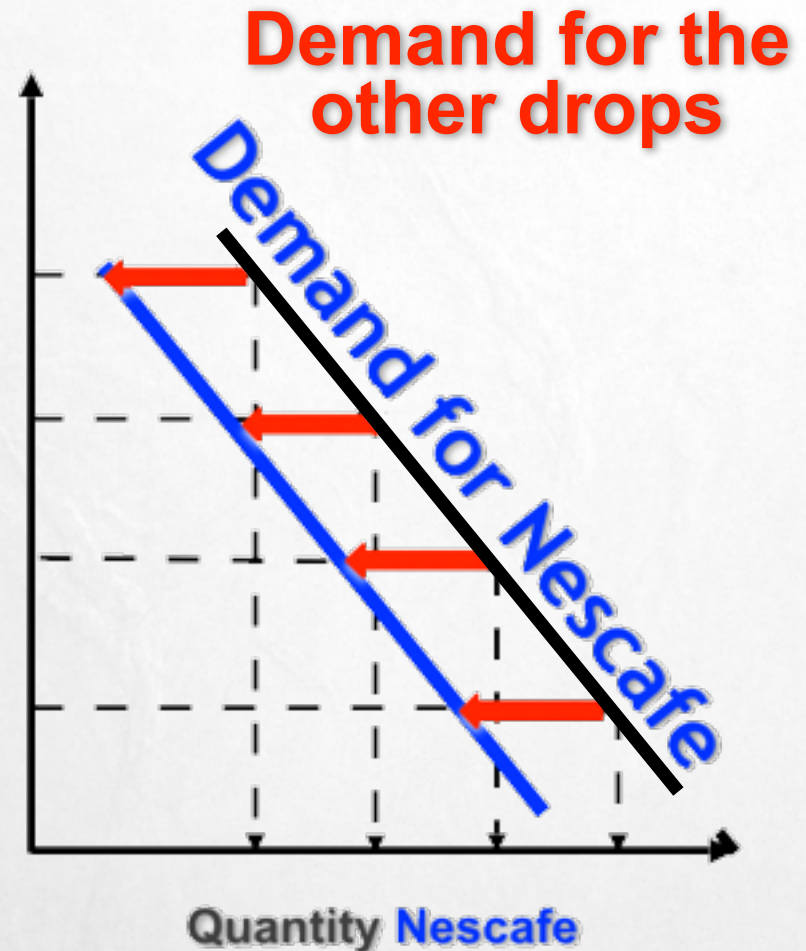
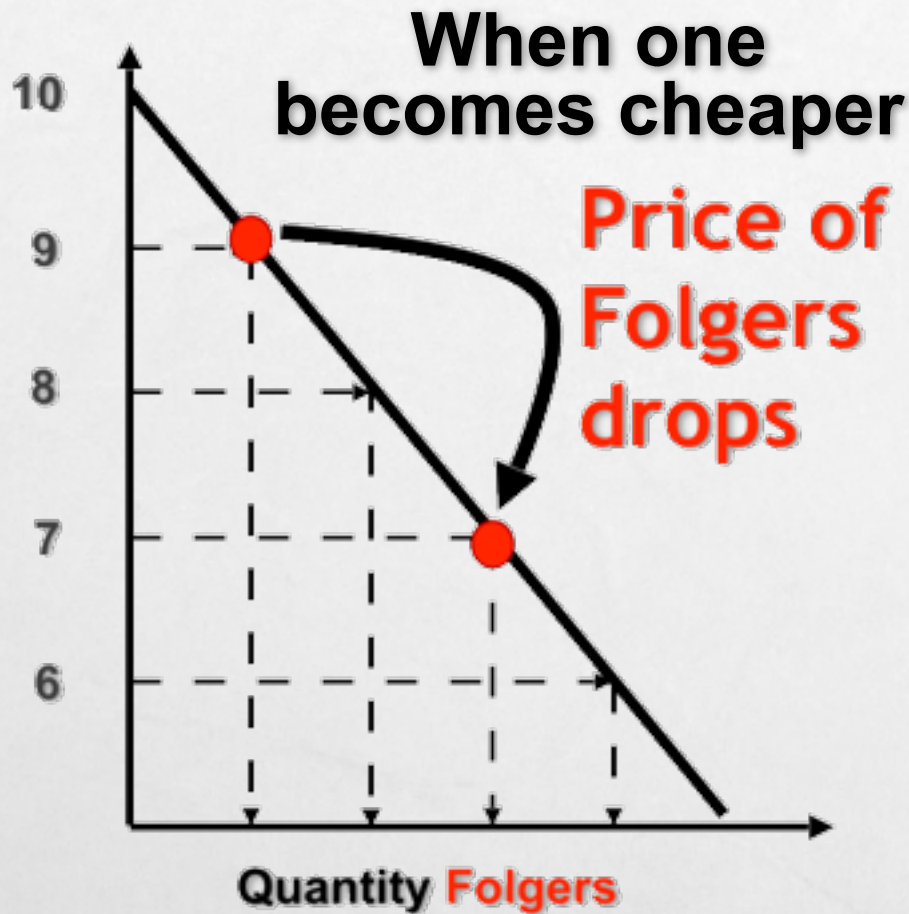
Substitute Goods





Substitute Goods

Can be used as replacements for one another



Apple iPhone and Samsung

