





















Midpoint



$e > 1$

***e* = 1**

$$e \ll 1$$

$e > 1$

$$e < 1$$



U

E

S

U

Z

U

Y

_

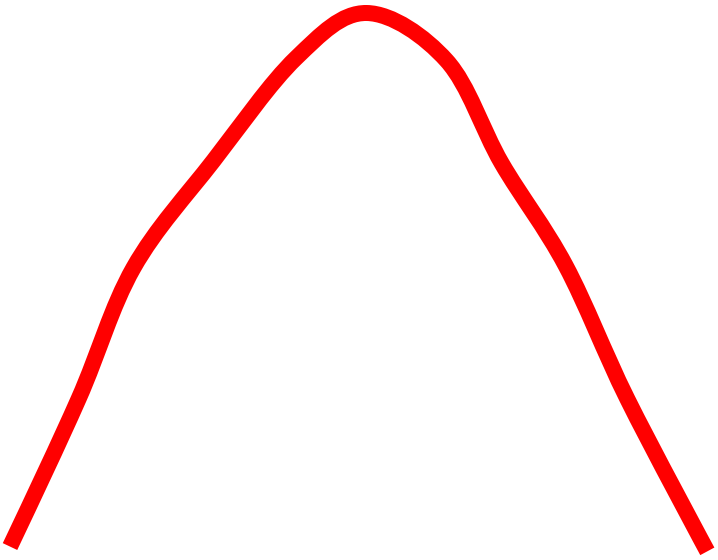
Q

+

O

H

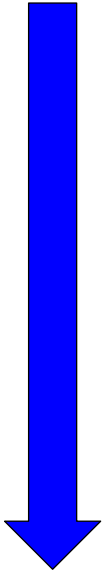




TR increase

TR decrease

As
price
drops



**Total
Revenue
Increases
as price
drops**

**Total
Revenue
Decreases
as price
drops**



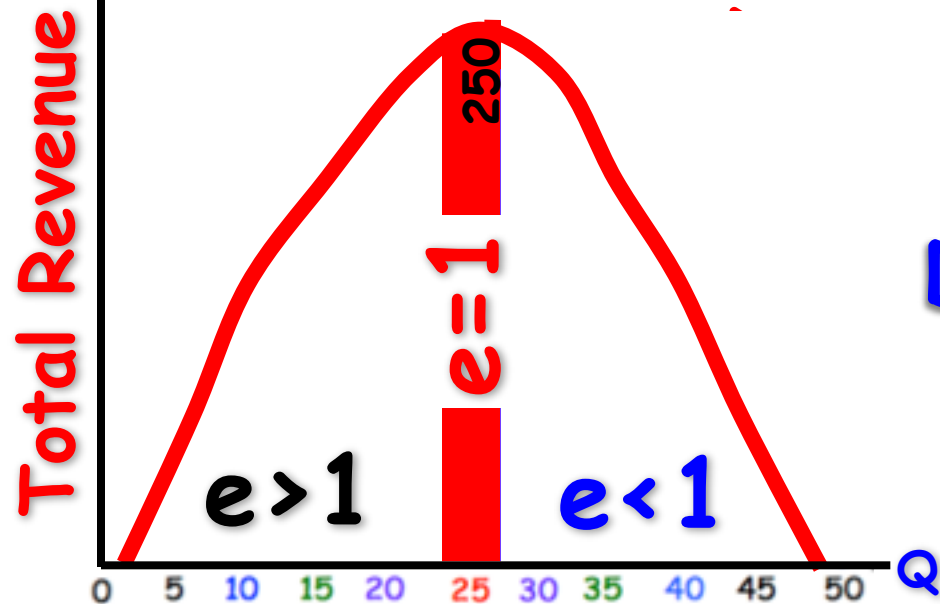
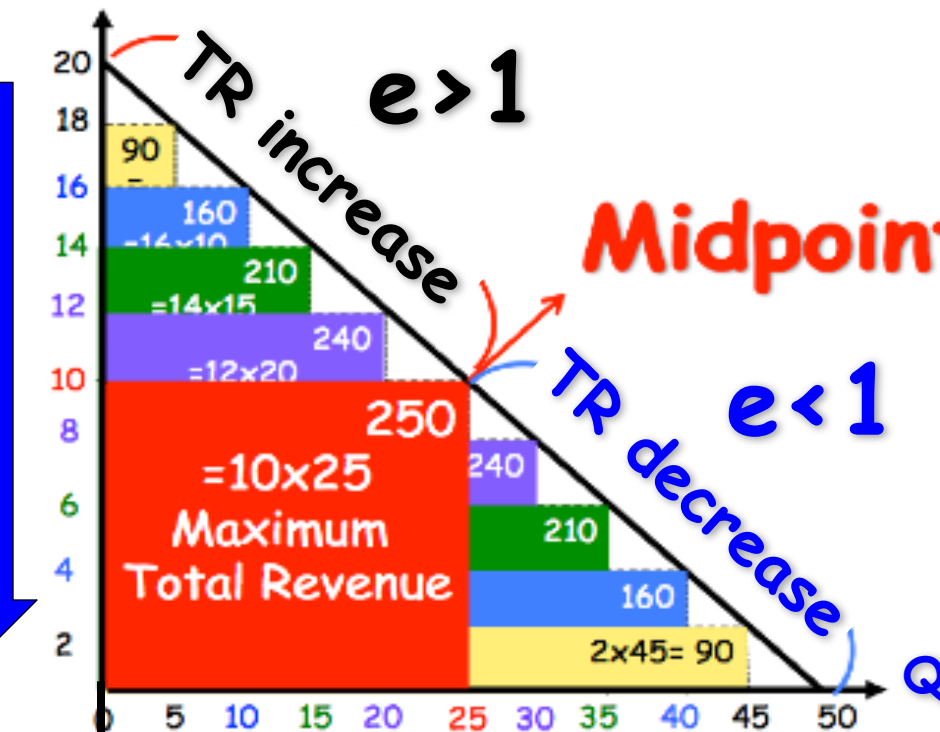




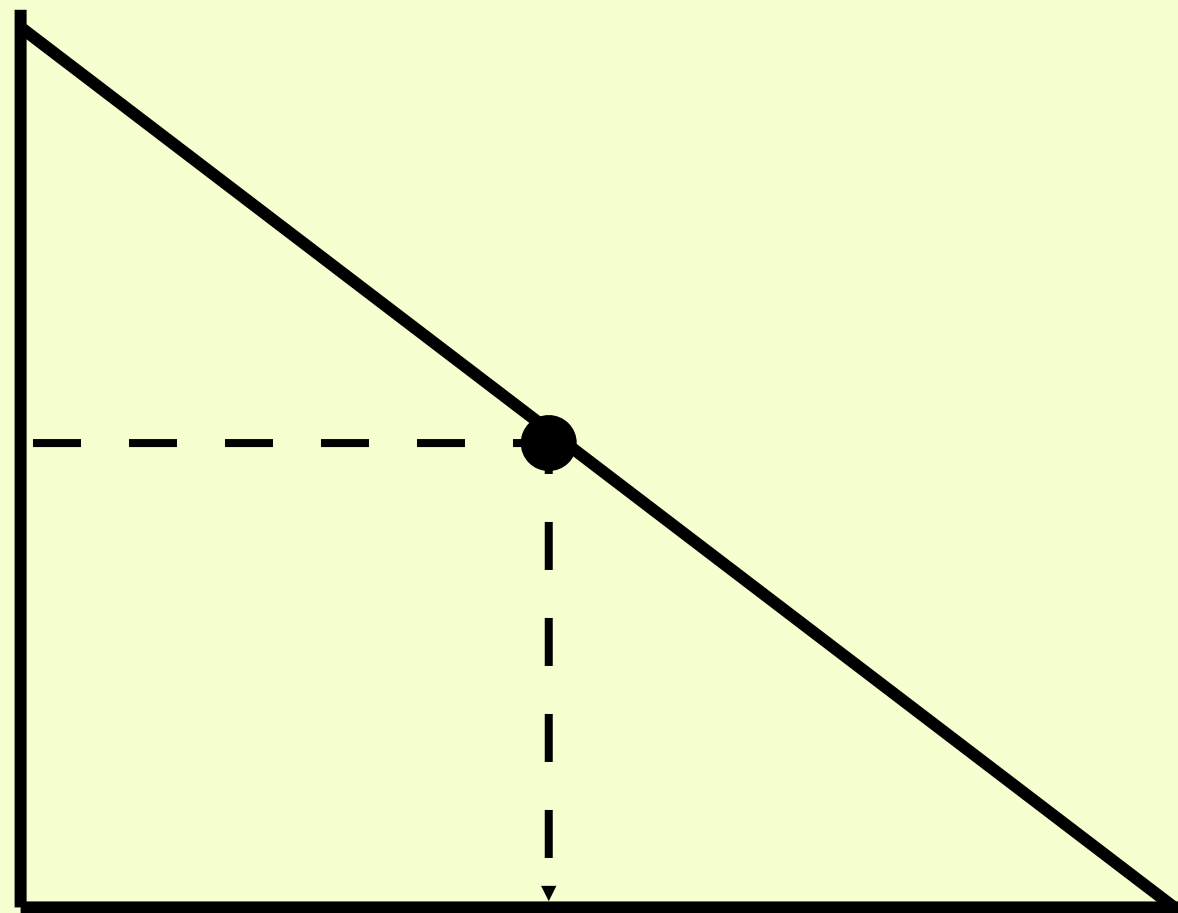


**As
price
drops**

**Total
Revenue
Increases
as price
drops**



**Total
Revenue
Decreases
as price
drops**



Midpoint