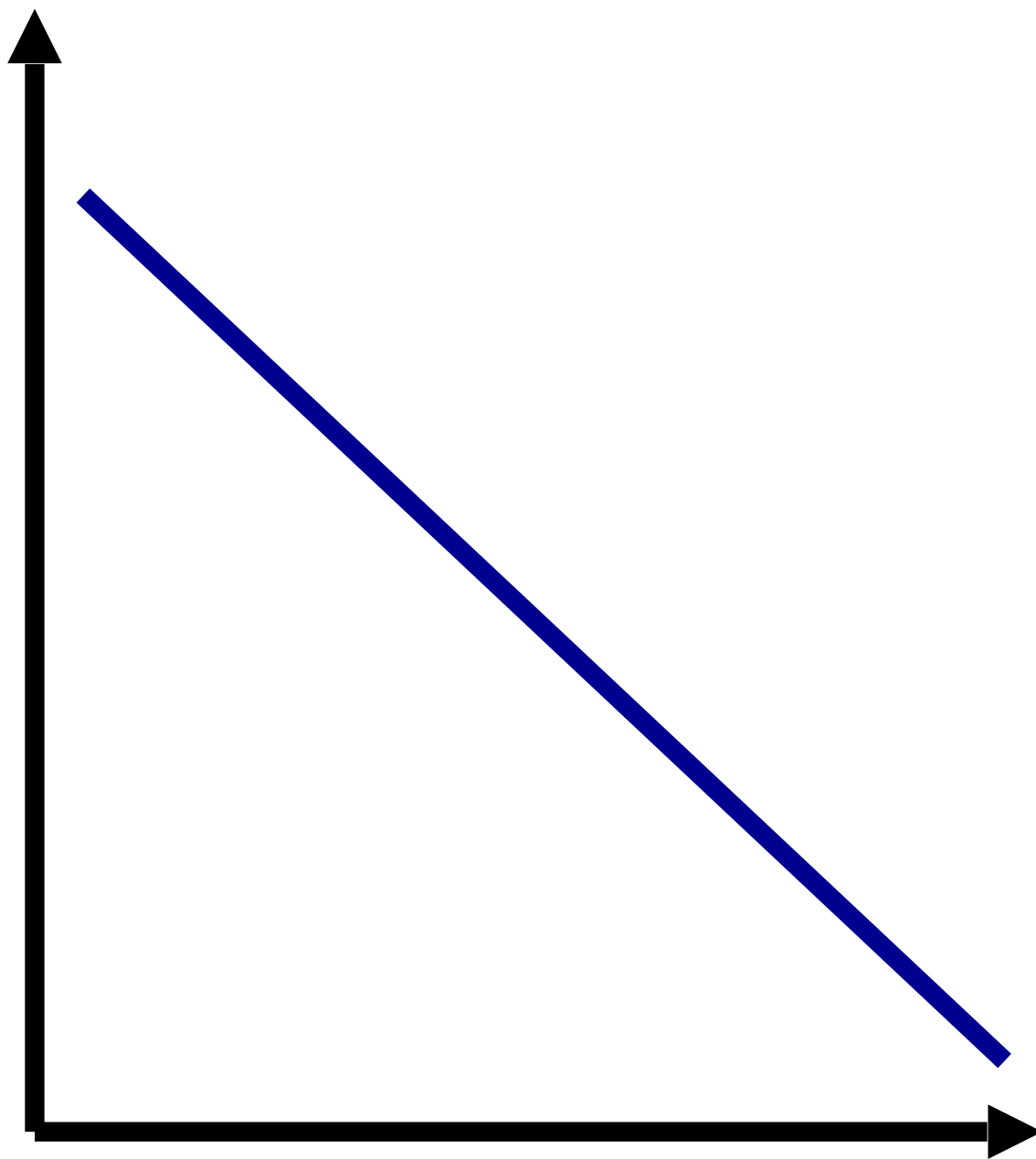




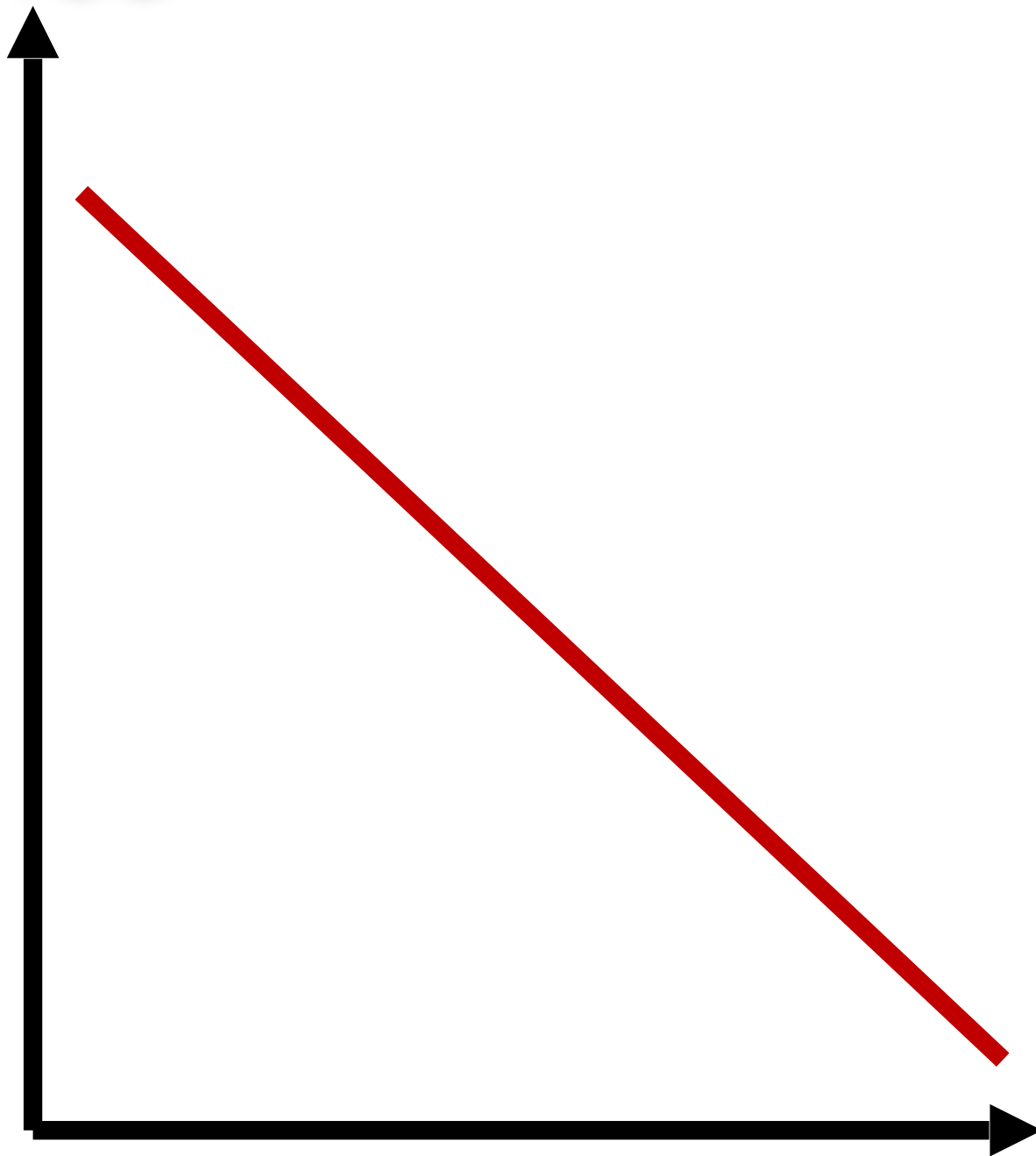
Price



D

iPhones

Price



D

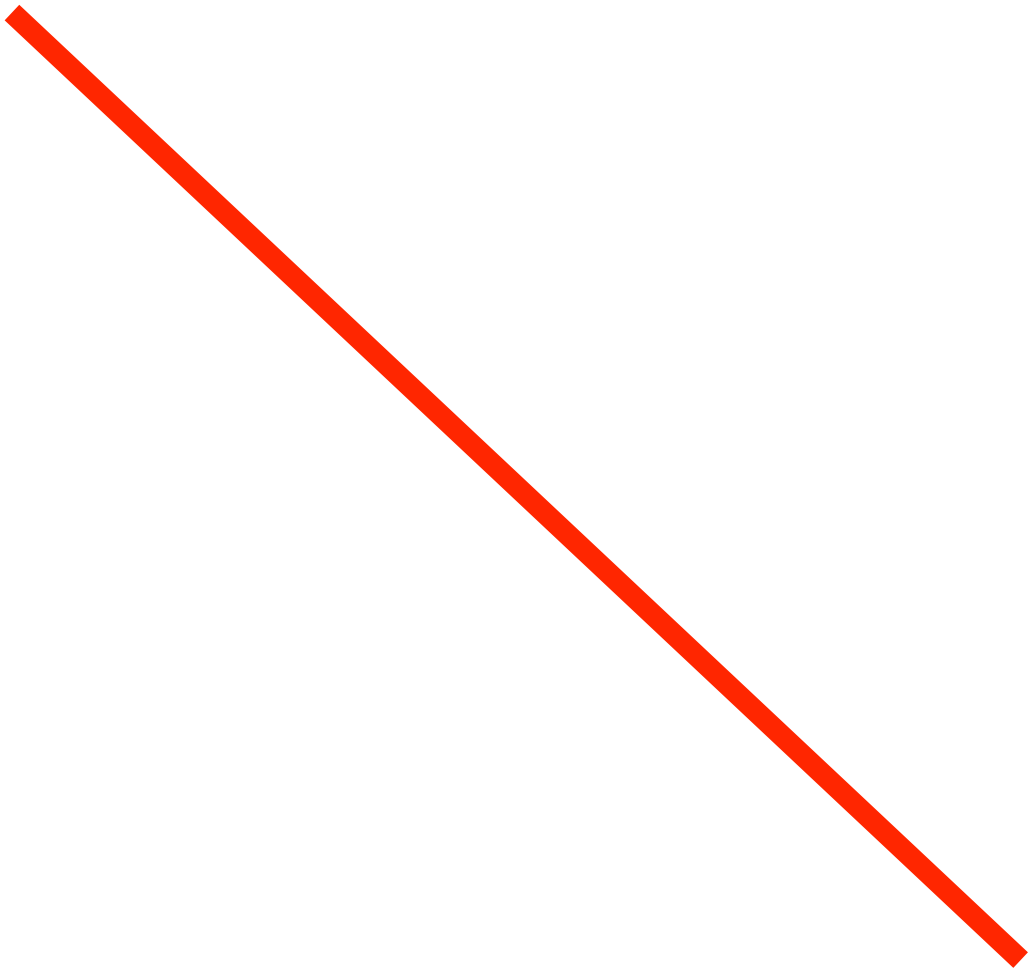
Samsung

What will happen  
to the demand  
for iPhones?

Price of Samsung  
increase

Demand for iPhones increase  
(a rightward shift)

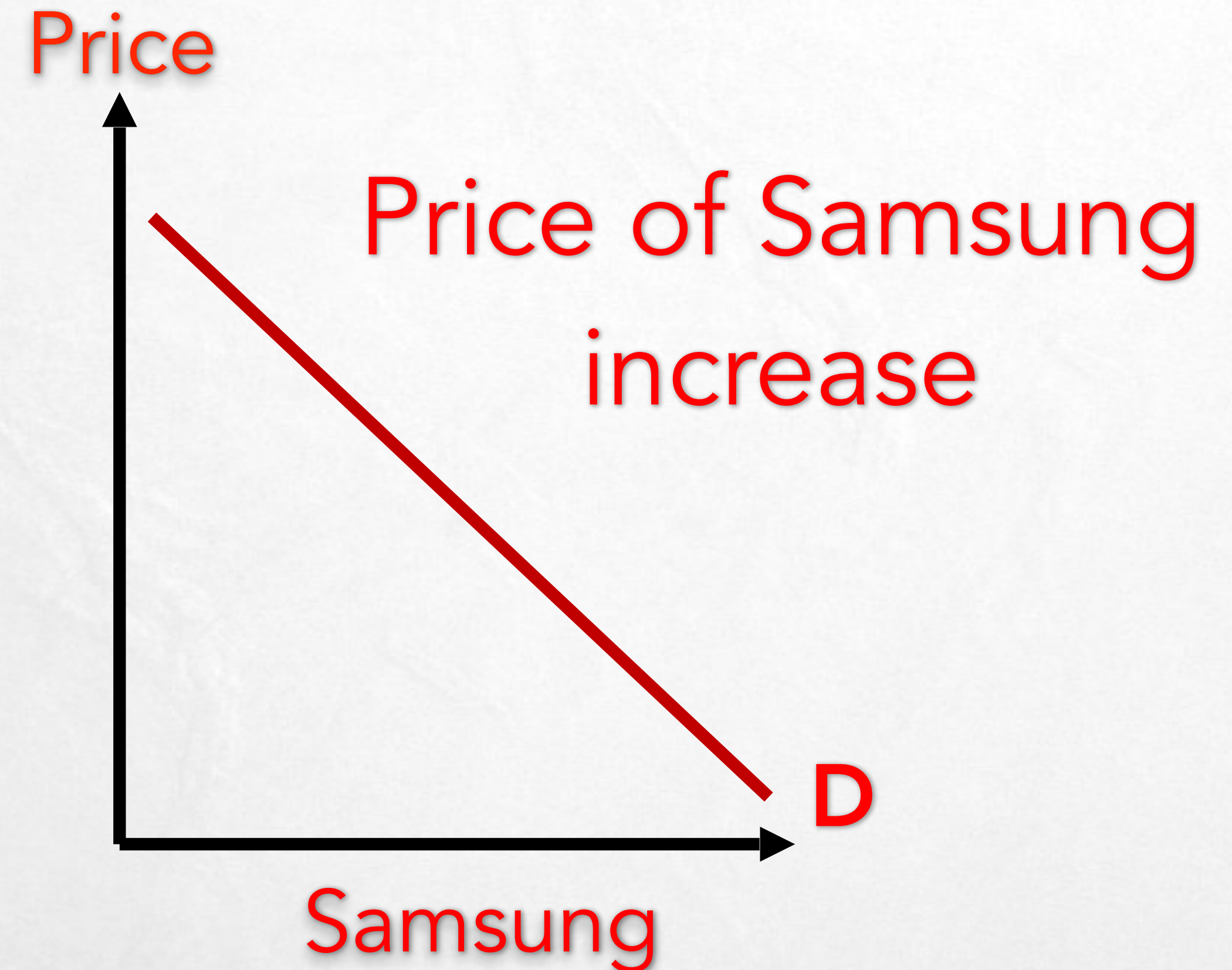








What will happen  
to the demand  
for iPhones?





iPods and iTunes songs are complement goods