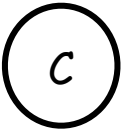


Use any two  
points same  
distance  
from B







30

10



40

80

Elasticity at point B

Make "B" the Midpoint







35

*G*

Or

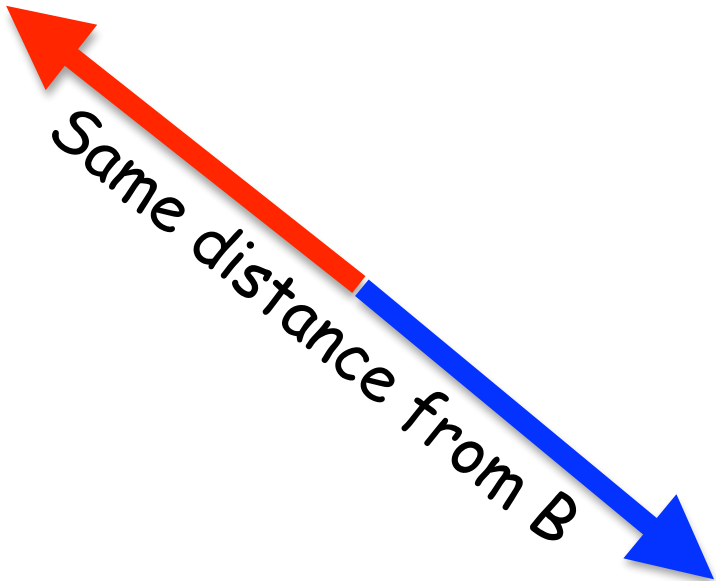
5

30

*H*

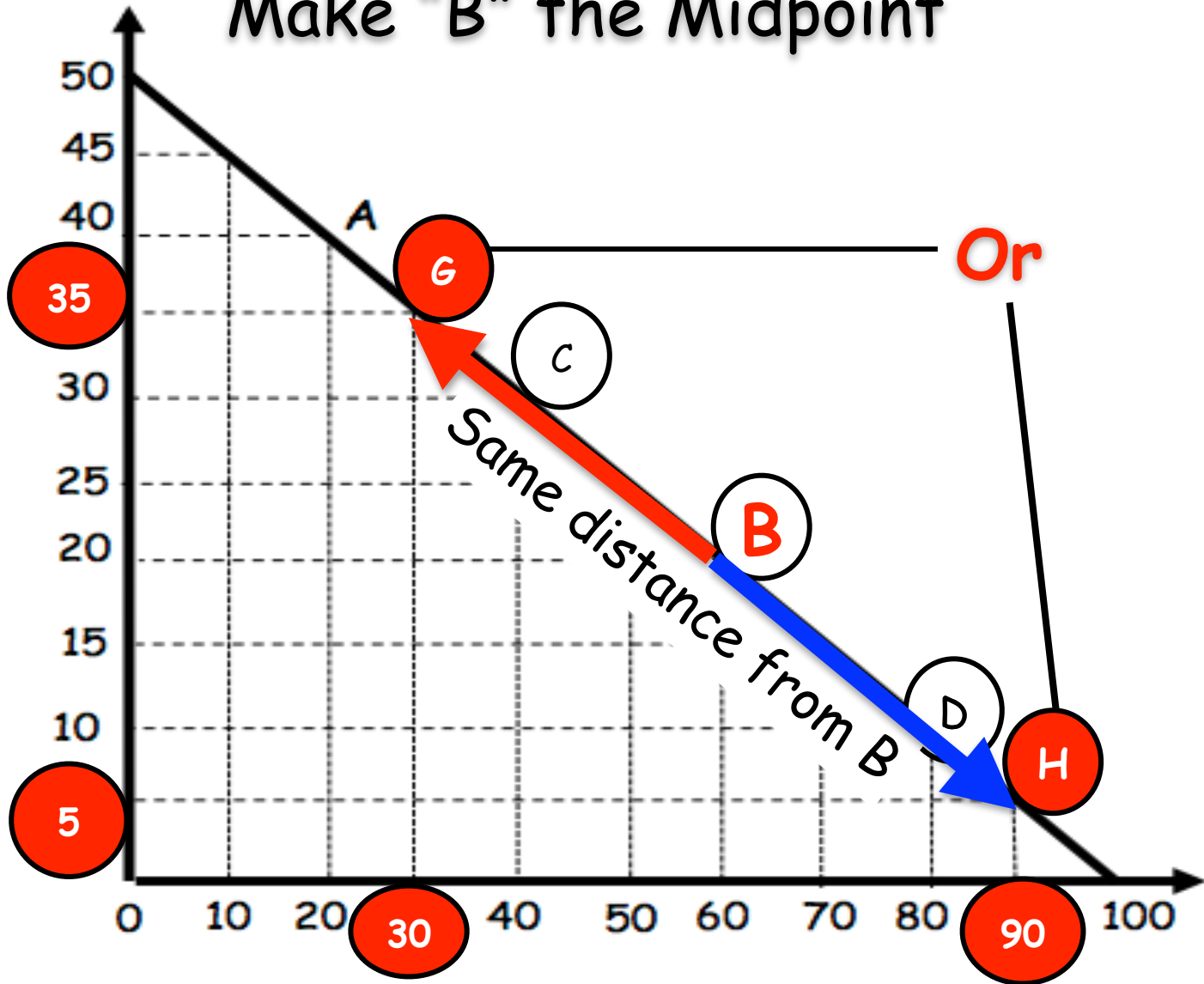
90





# Elasticity at point B

Make "B" the Midpoint



$$e_p^d = \frac{\% \text{ change in quantity demanded}}{\% \text{ change in Price}}$$