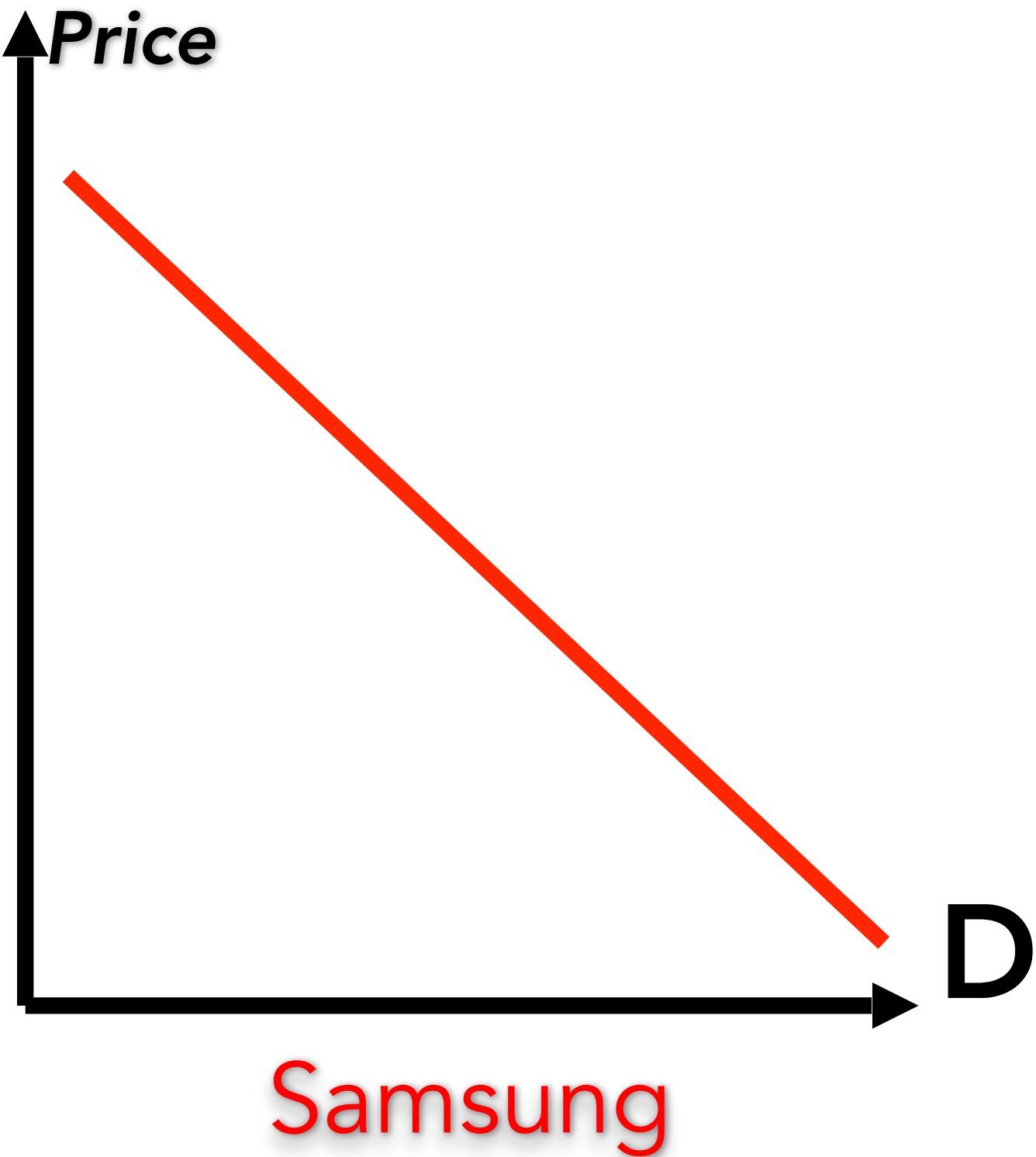
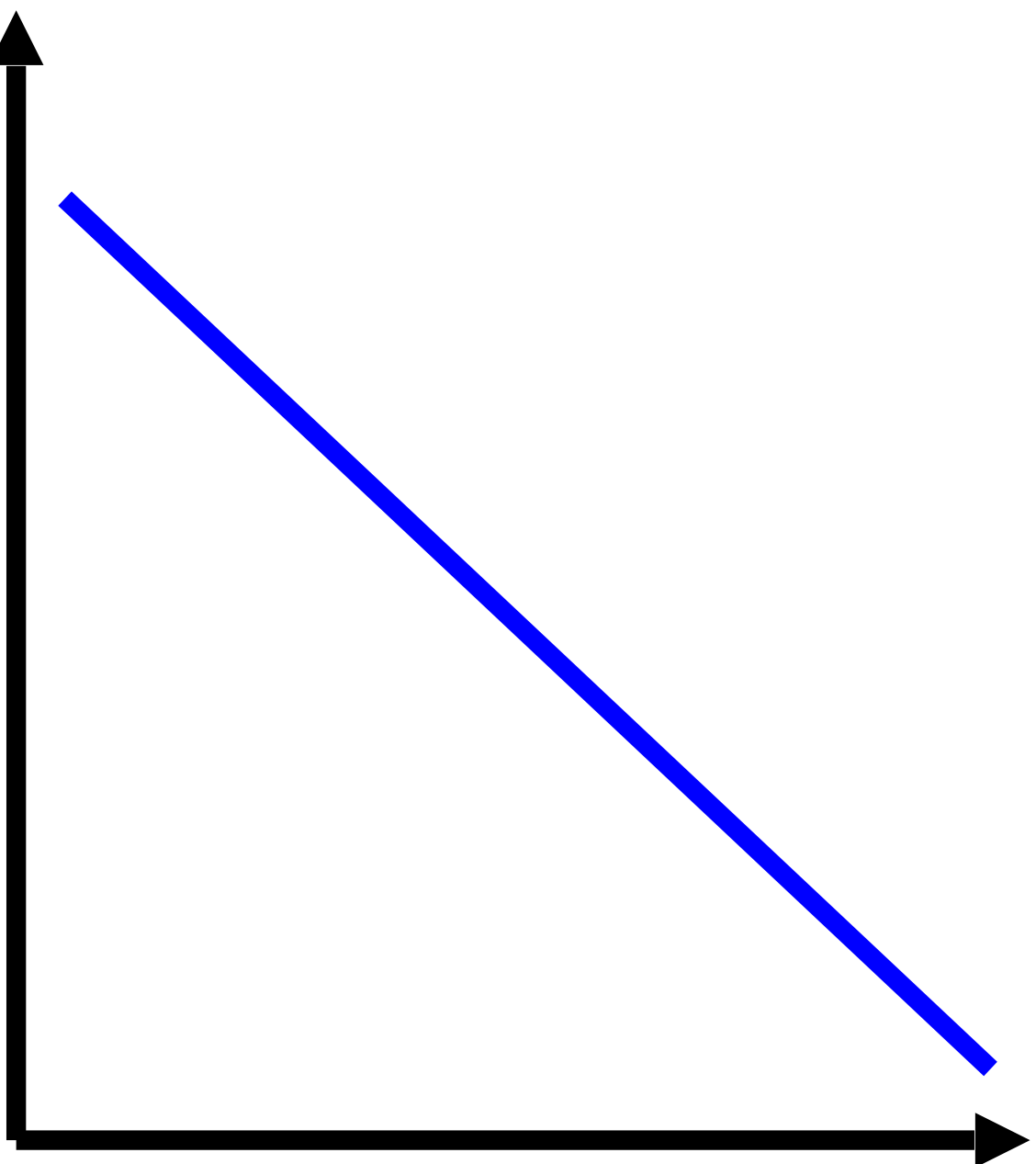




Apple iPhone and Samsung



*Price*



**D**

iPhones

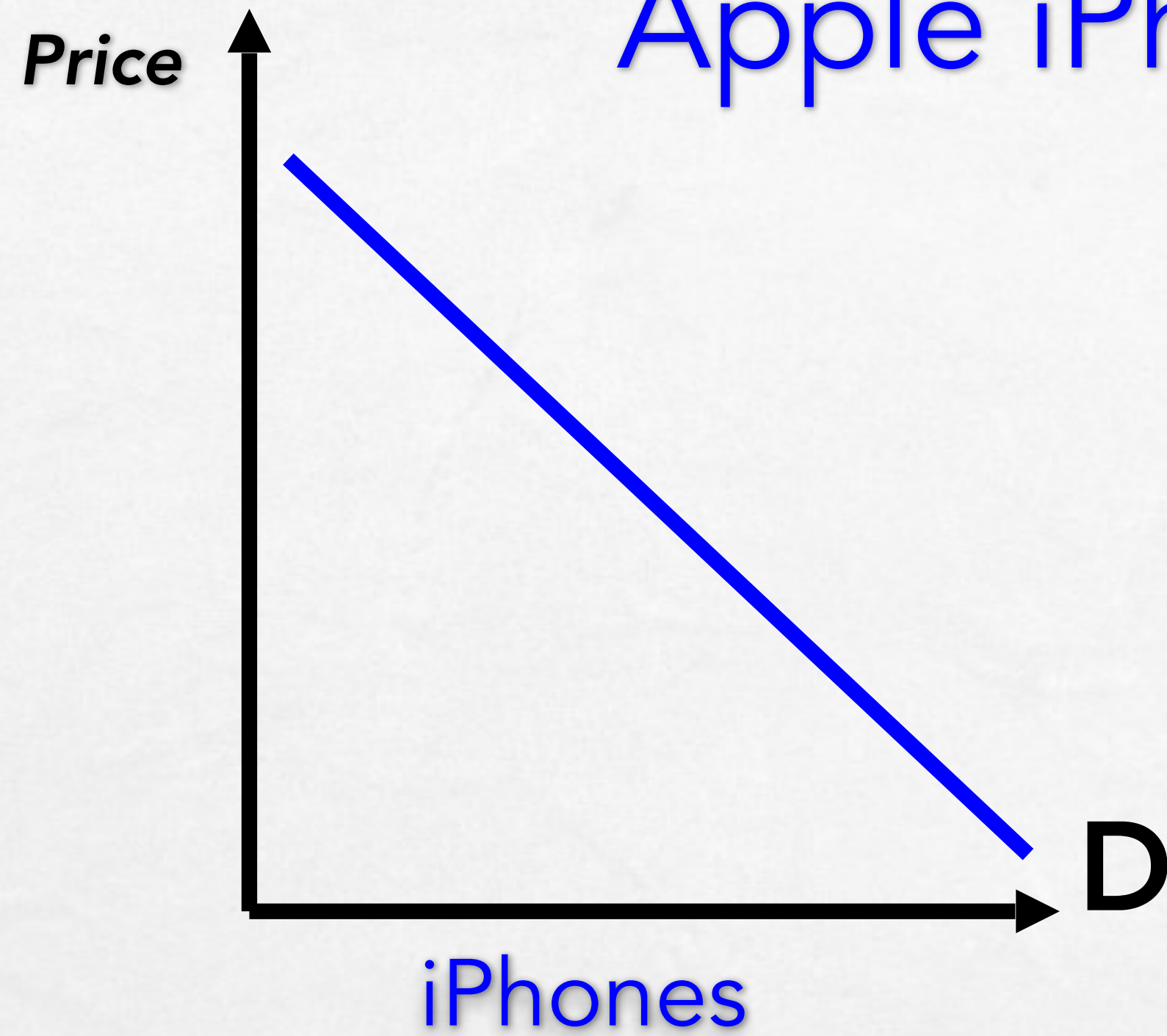
What happens to  
Demand for  
Samsung?

If the price of a Samsung increase

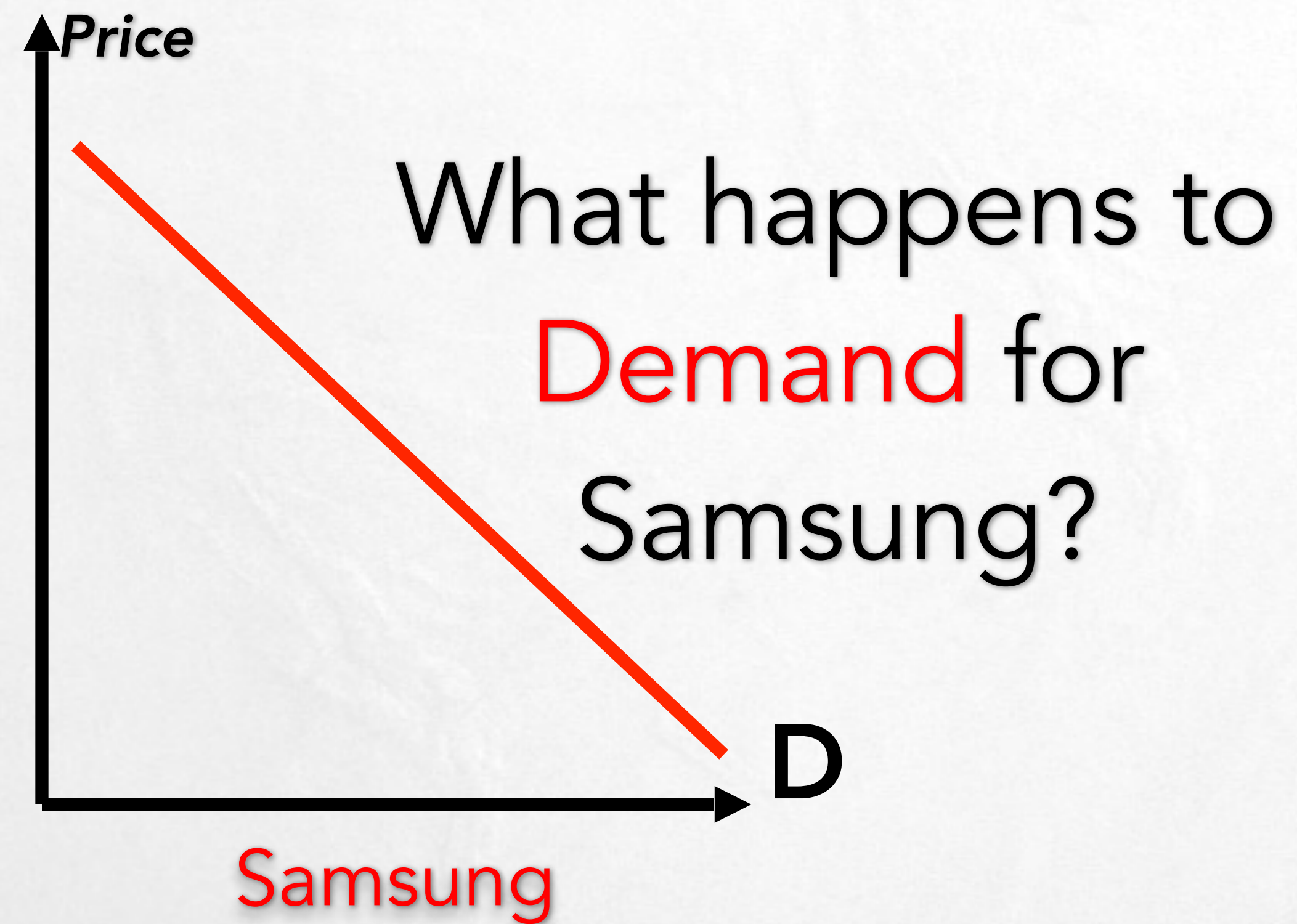
*Substitutes*



# Apple iPhone and Samsung



*Substitutes*



If the price of a **Samsung** increase



Price of **Samsung** increase



Quantity demanded