



How will buyers react to a  
**decrease** in the price of Fords?

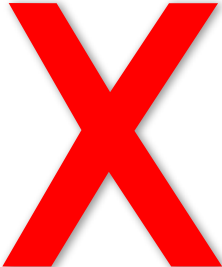
Quantity Demanded increases

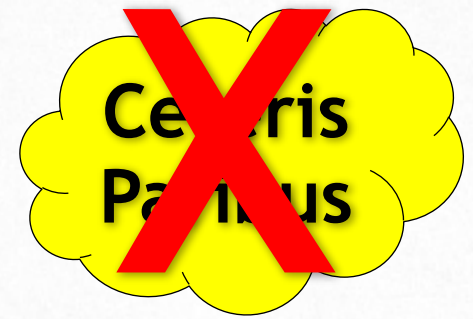
What if at the same time the price  
of Hondas also drop?

**We can not use the law of demand. Two variables changed: price and price of a related good**



**Ceteris  
Paribus**





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