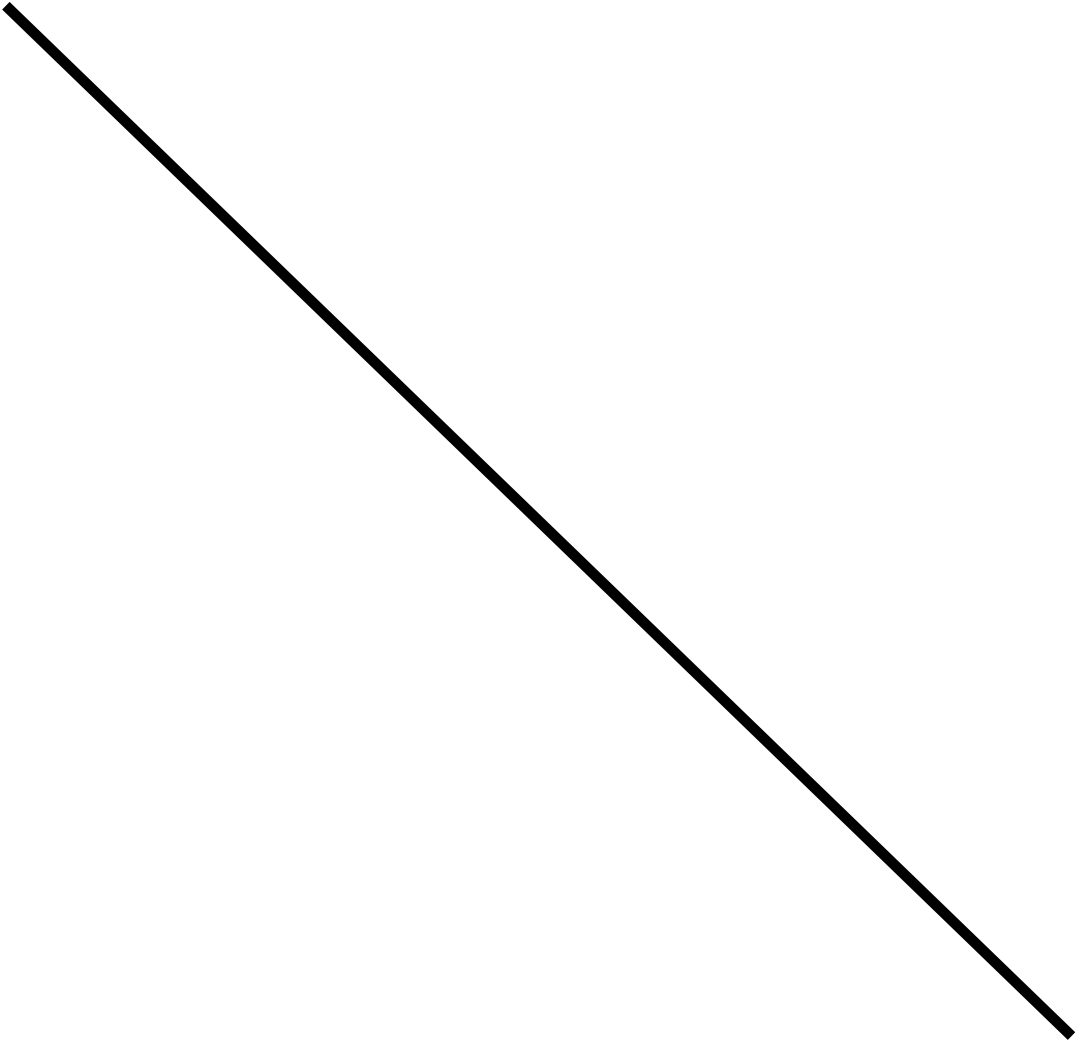


90

=

18

x5

50

45

40

35

30

25

20

15

10

5

2

4

6

10

12

14

16

18

20

$$160$$
$$=16\times10$$

$$210$$
$$= 14 \times 15$$

240

$=12 \times 20$

250

$=10\times25$

240

=8×30

210

=6×35

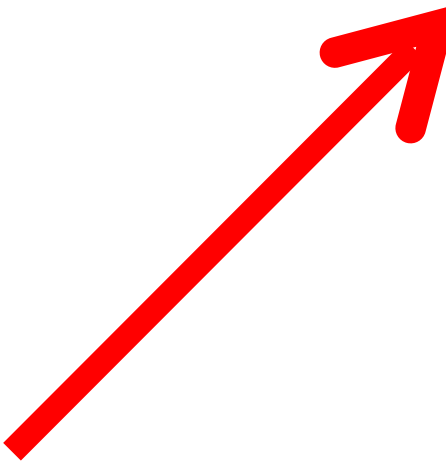
160

=4×40

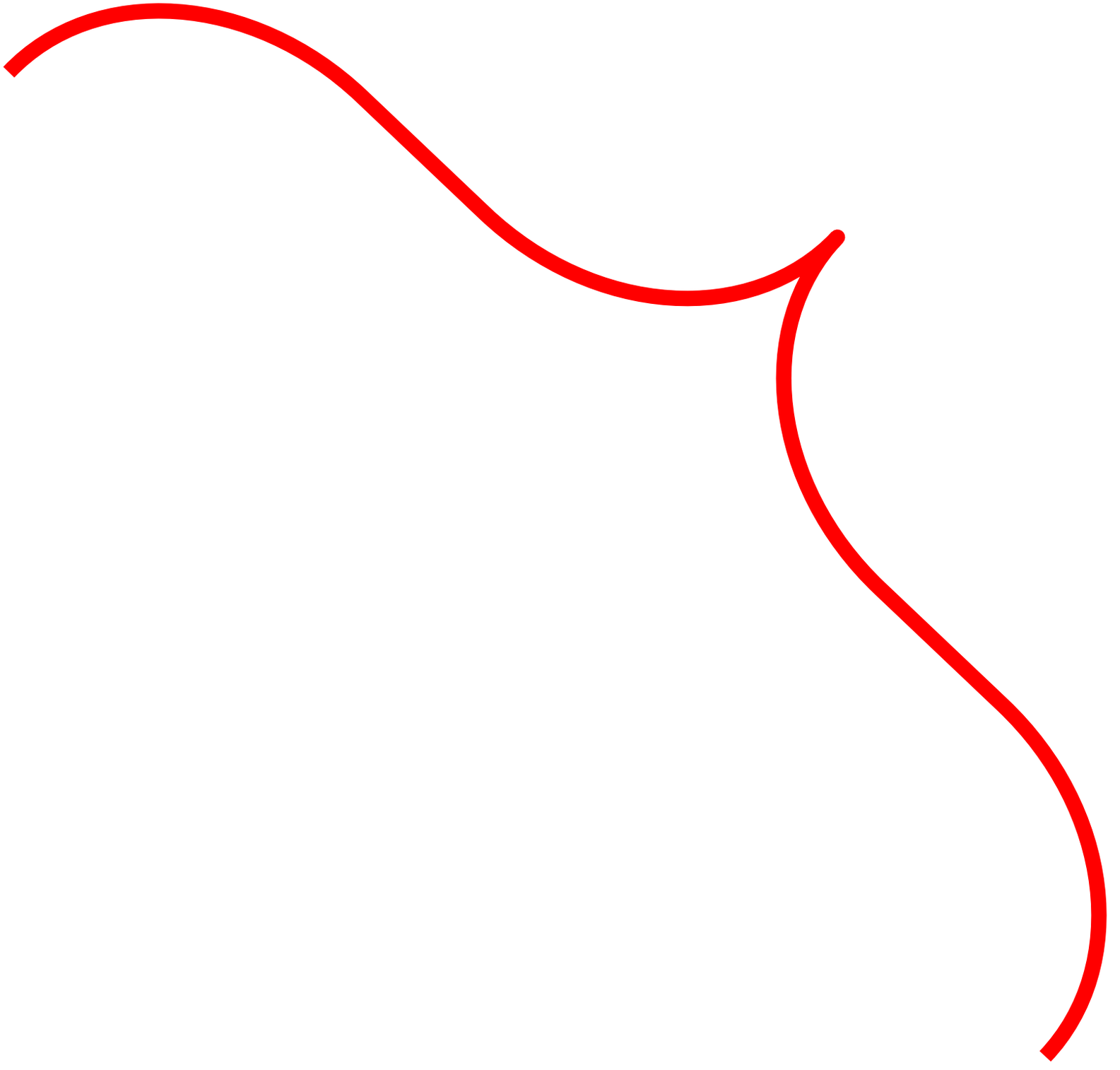
$2 \times 45 = 90$

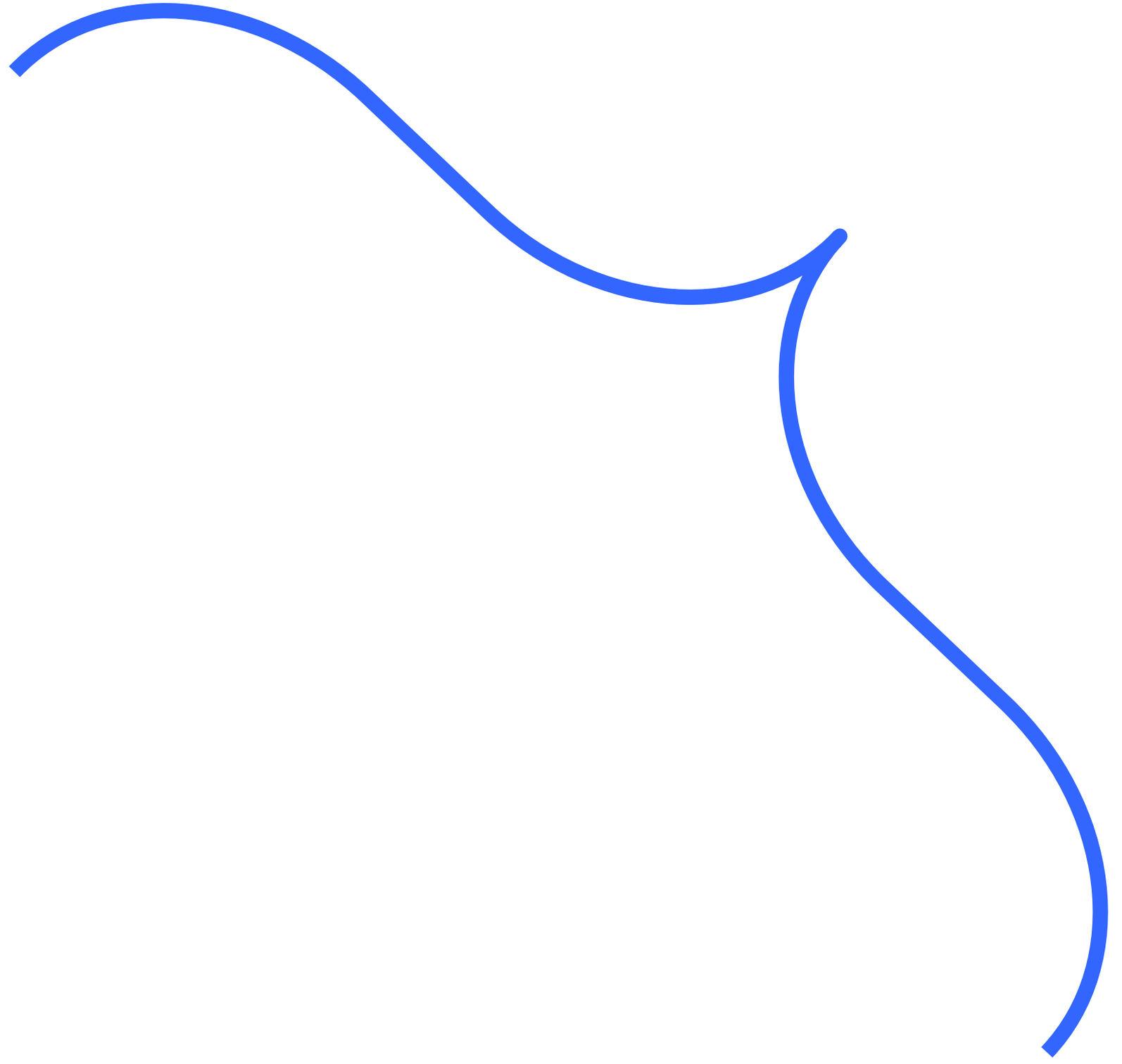
250

Maximum Total Revenue



Midpoint

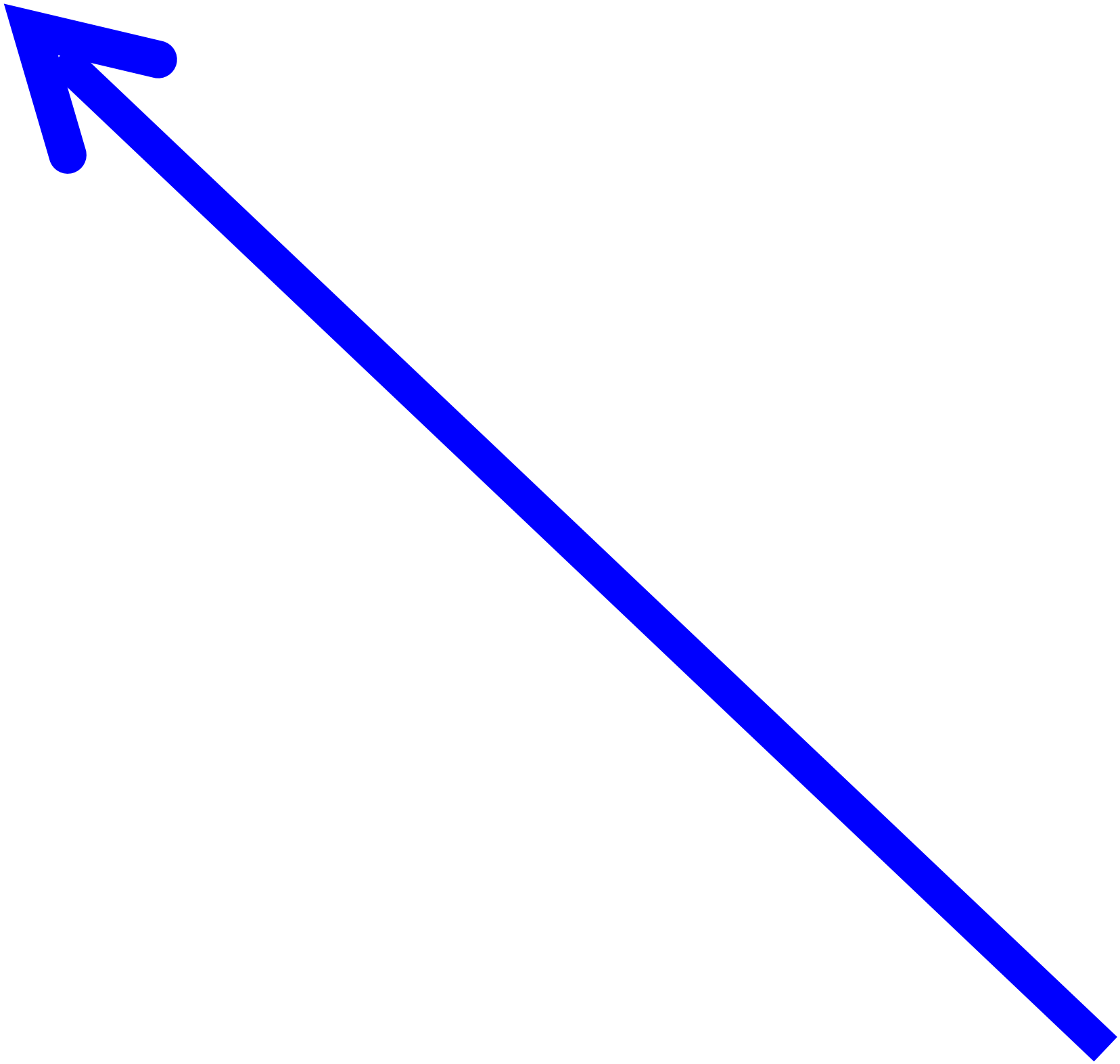


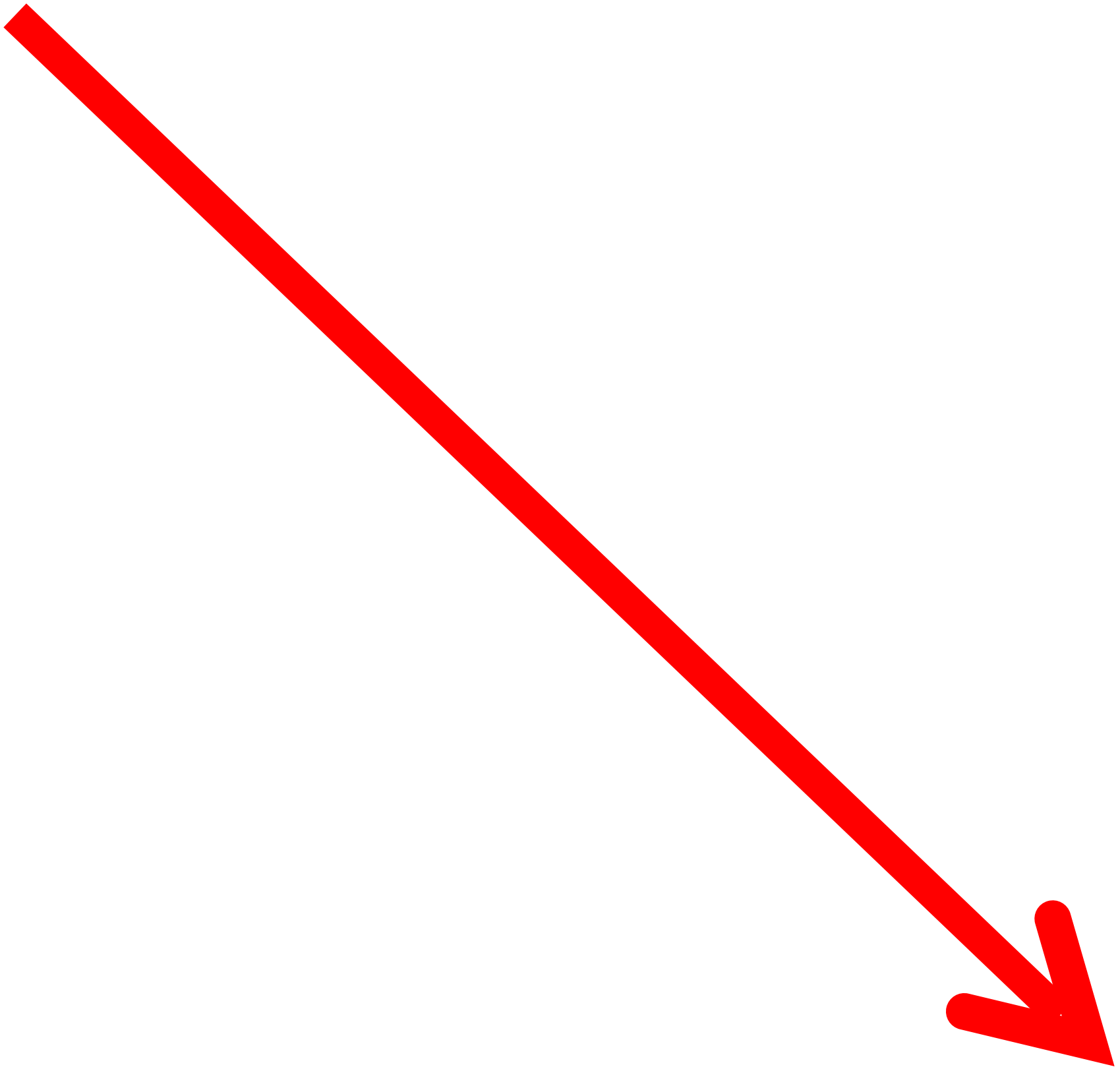


P=10

$$Q^d = 25$$

To increase Revenue:





When D is Inelastic

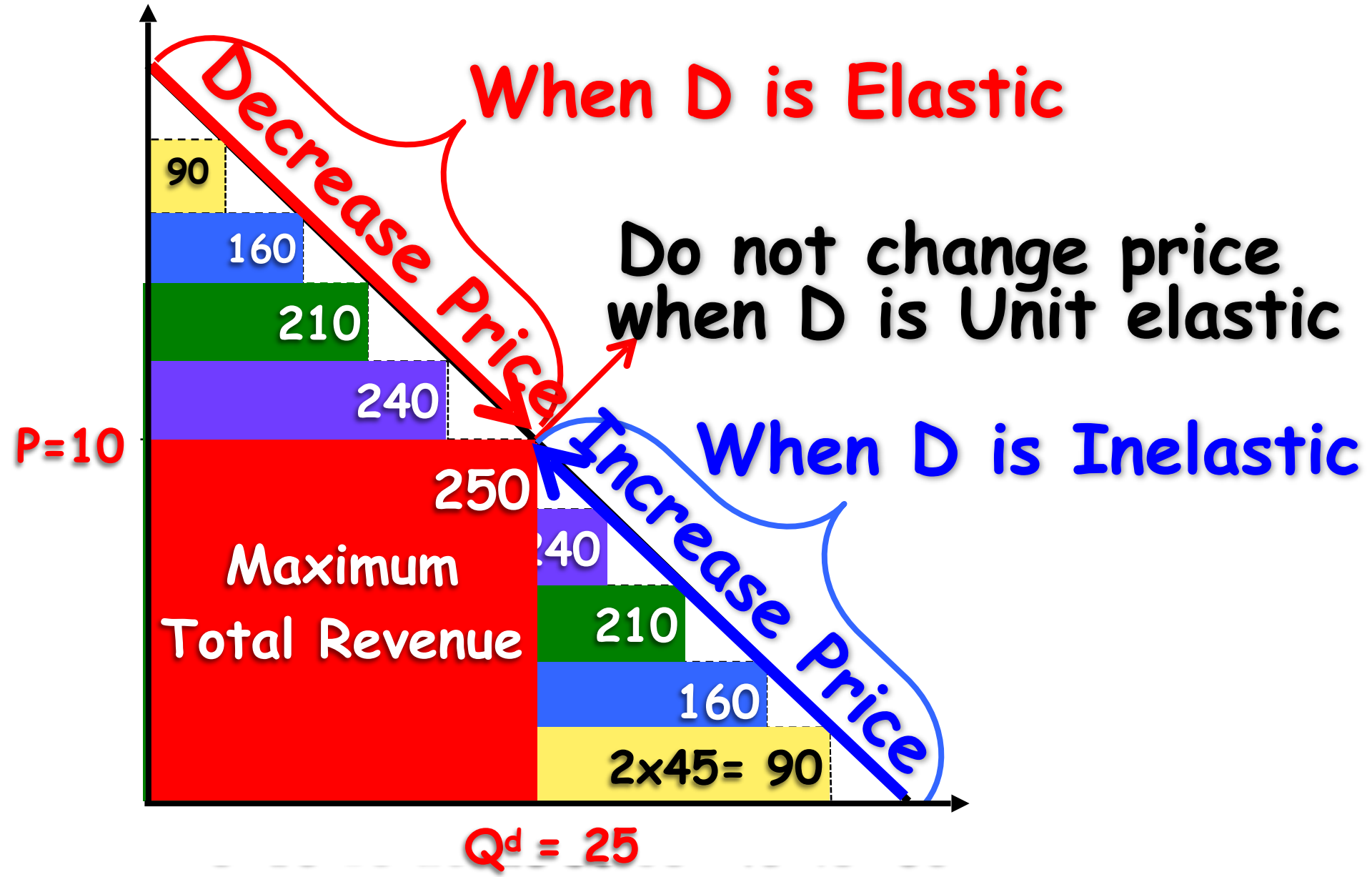
When D is Elastic

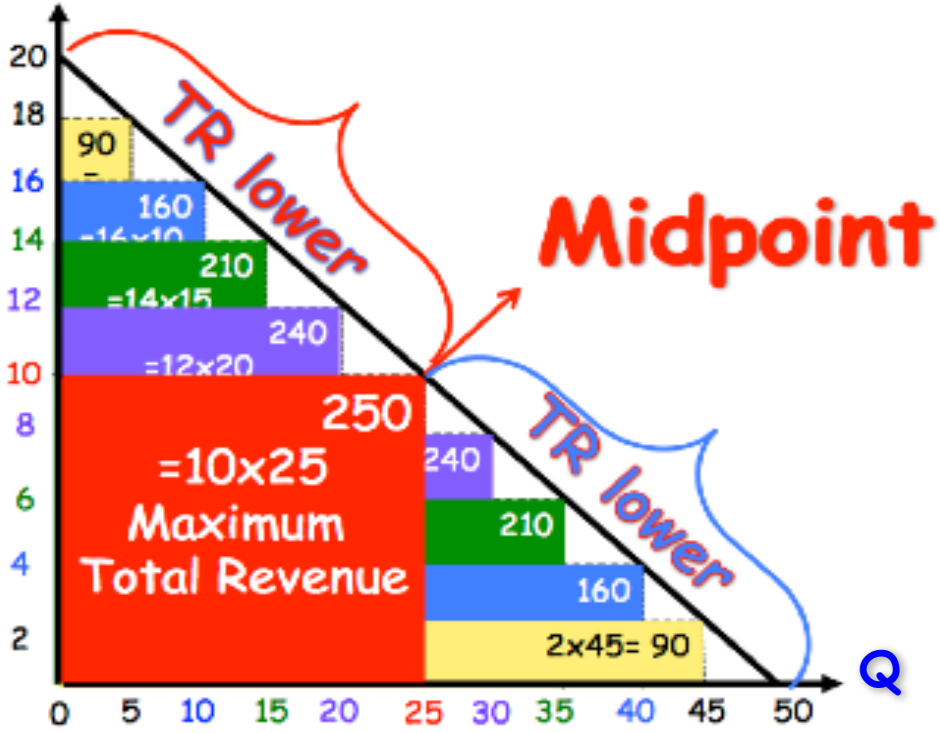
Total Revenue = Price x Quantity

Do not change price

when D is Unit elastic

To increase Revenue:




20
18
16
14
12
10
8
6
4
2
0
5
10
15
20
25
30
35
40
45
50
Q
TR lower
Midpoint
TR lower
90
160
210
=14x15
240
=12x20
250
=10x25
Maximum
Total Revenue
240
210
160
2x45= 90