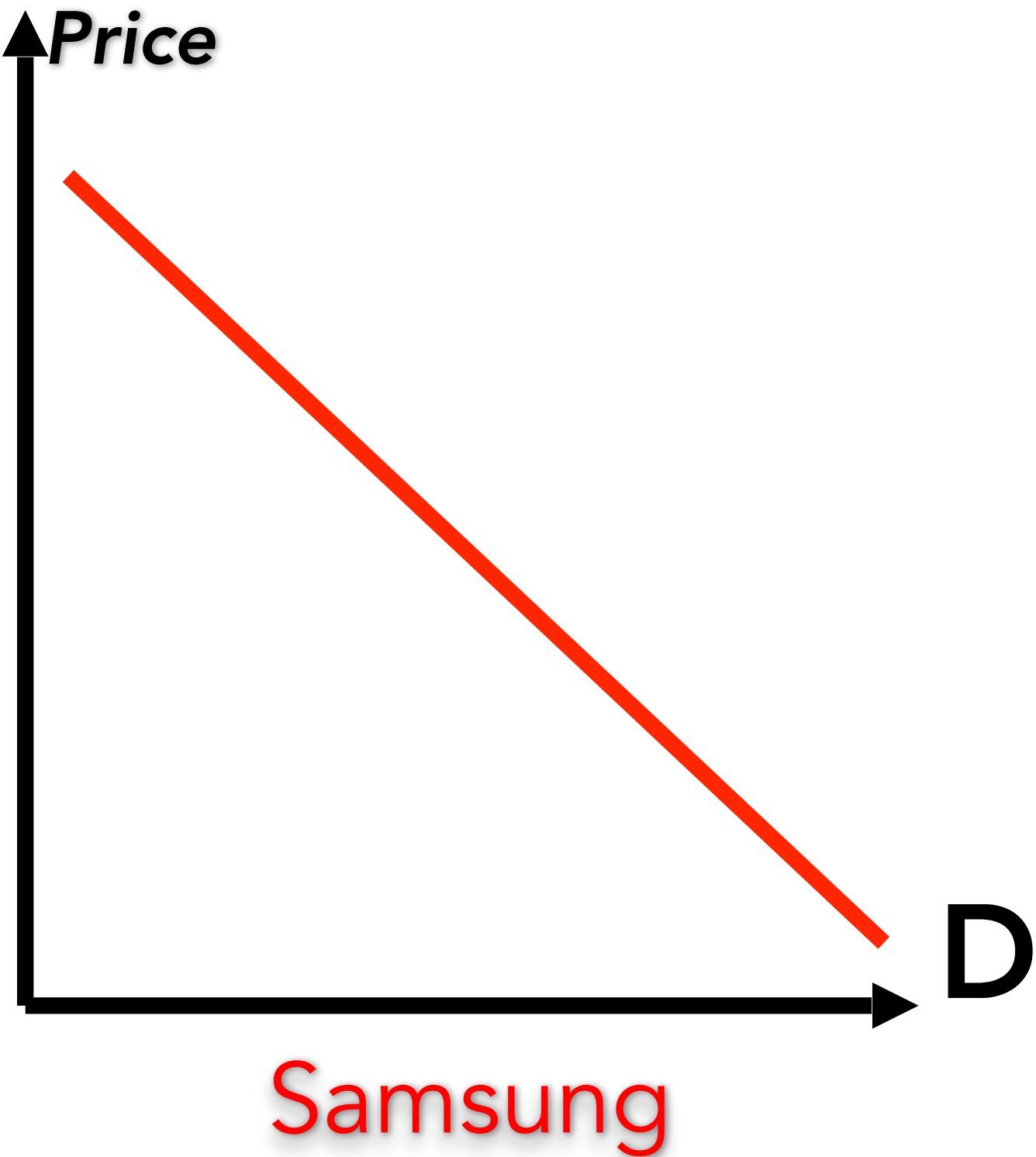
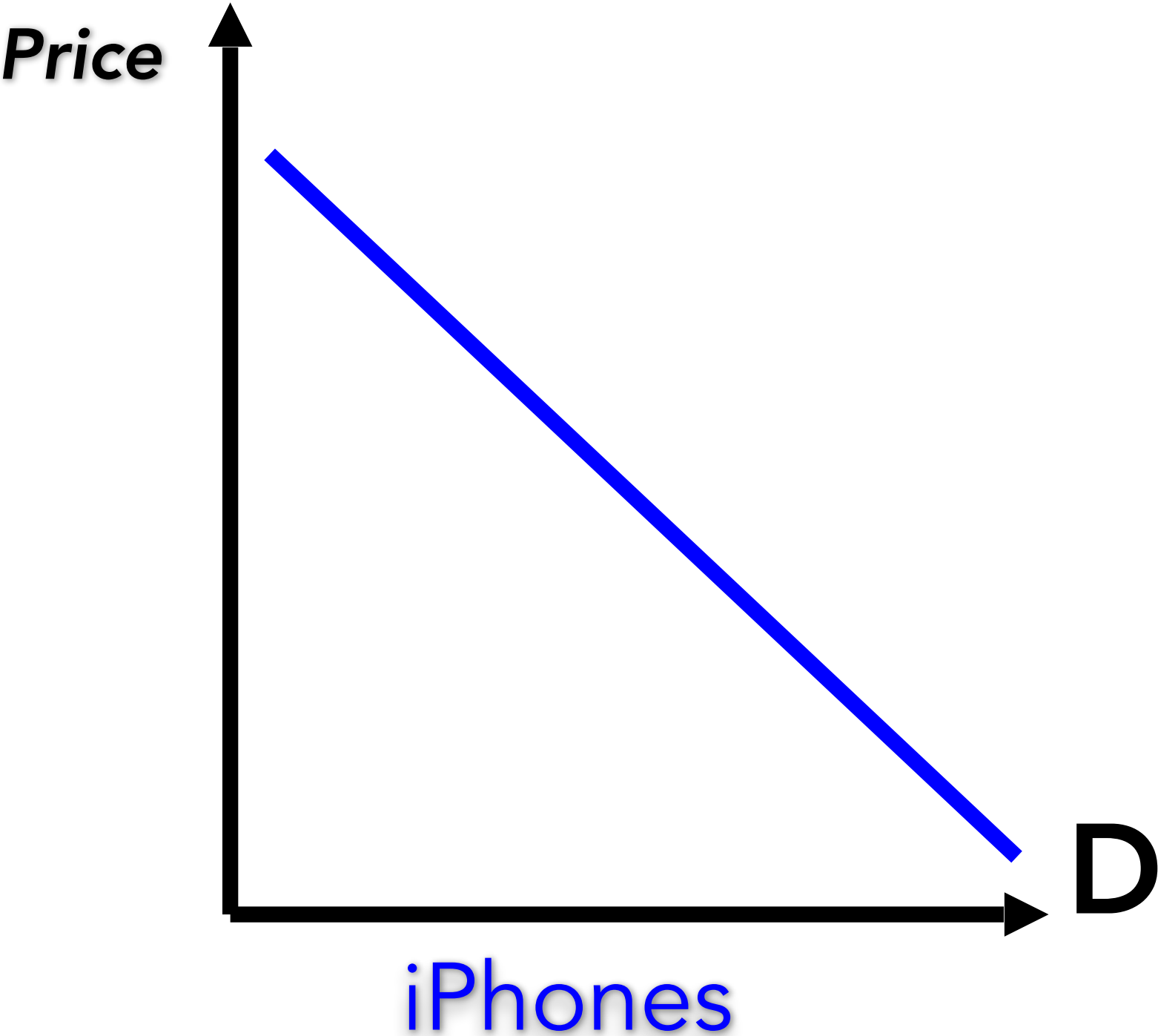


Apple iPhone and Samsung



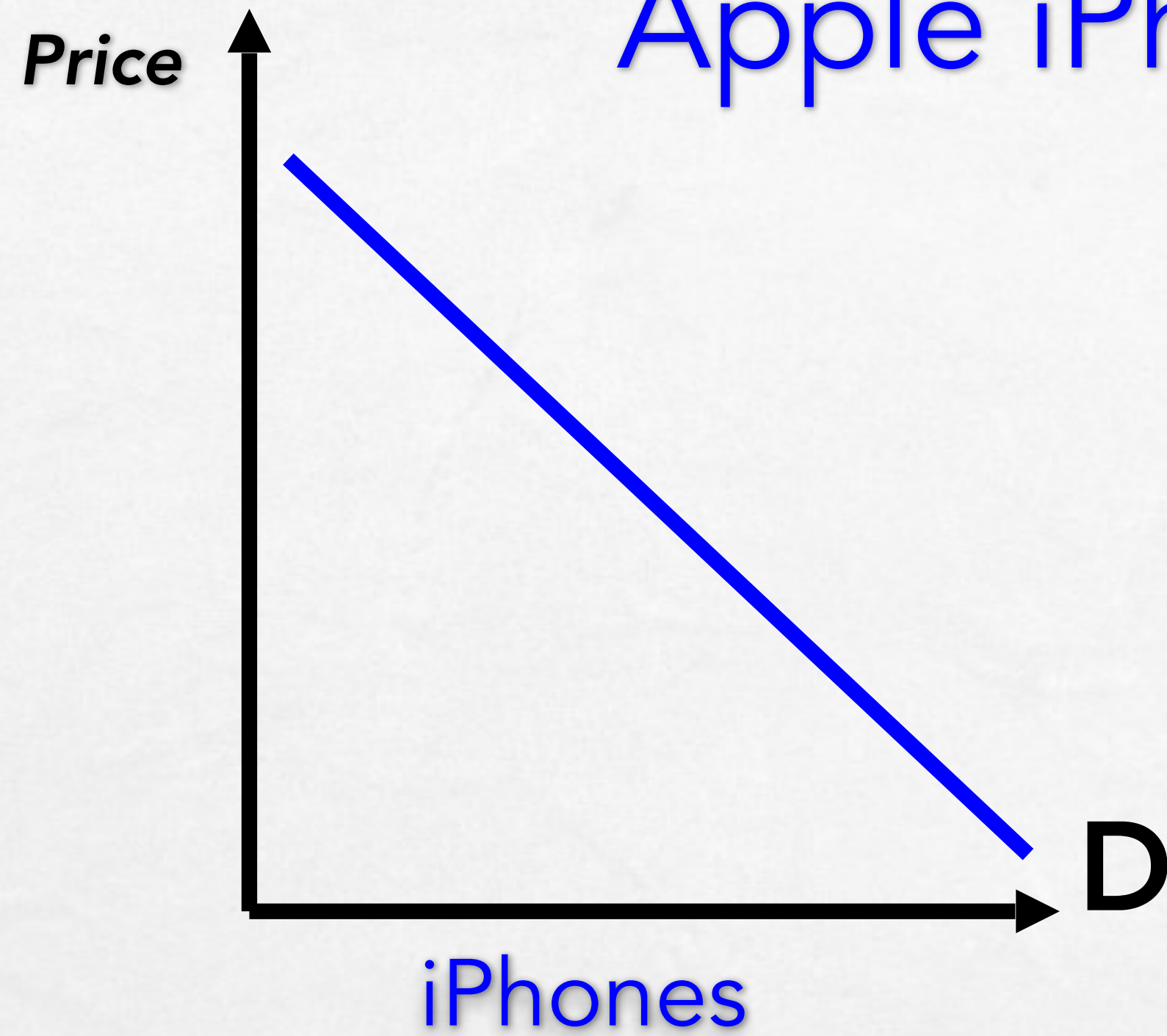


What happens to
Demand for
Samsung?

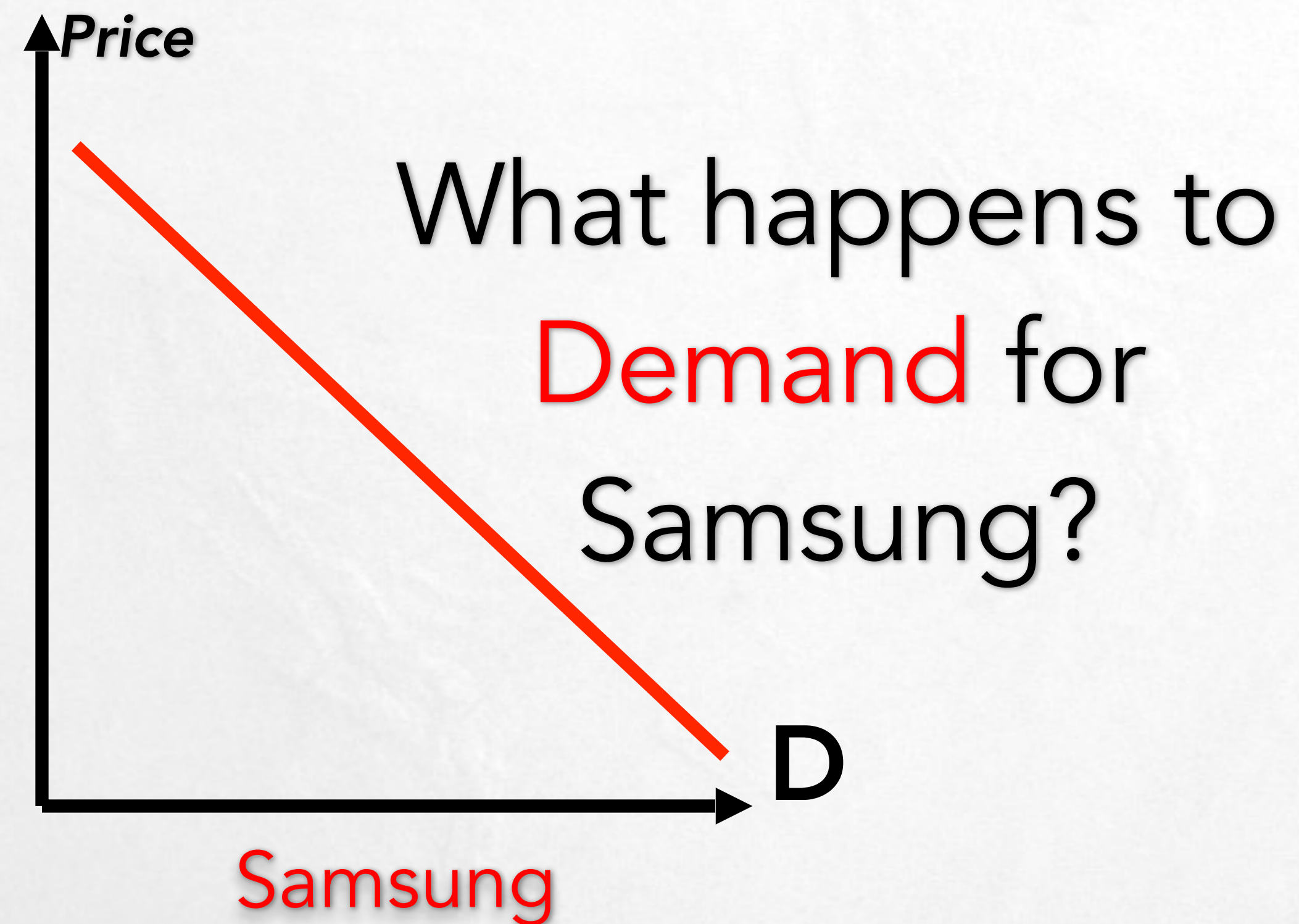
If the price of a Samsung increase

Substitutes

Apple iPhone and Samsung

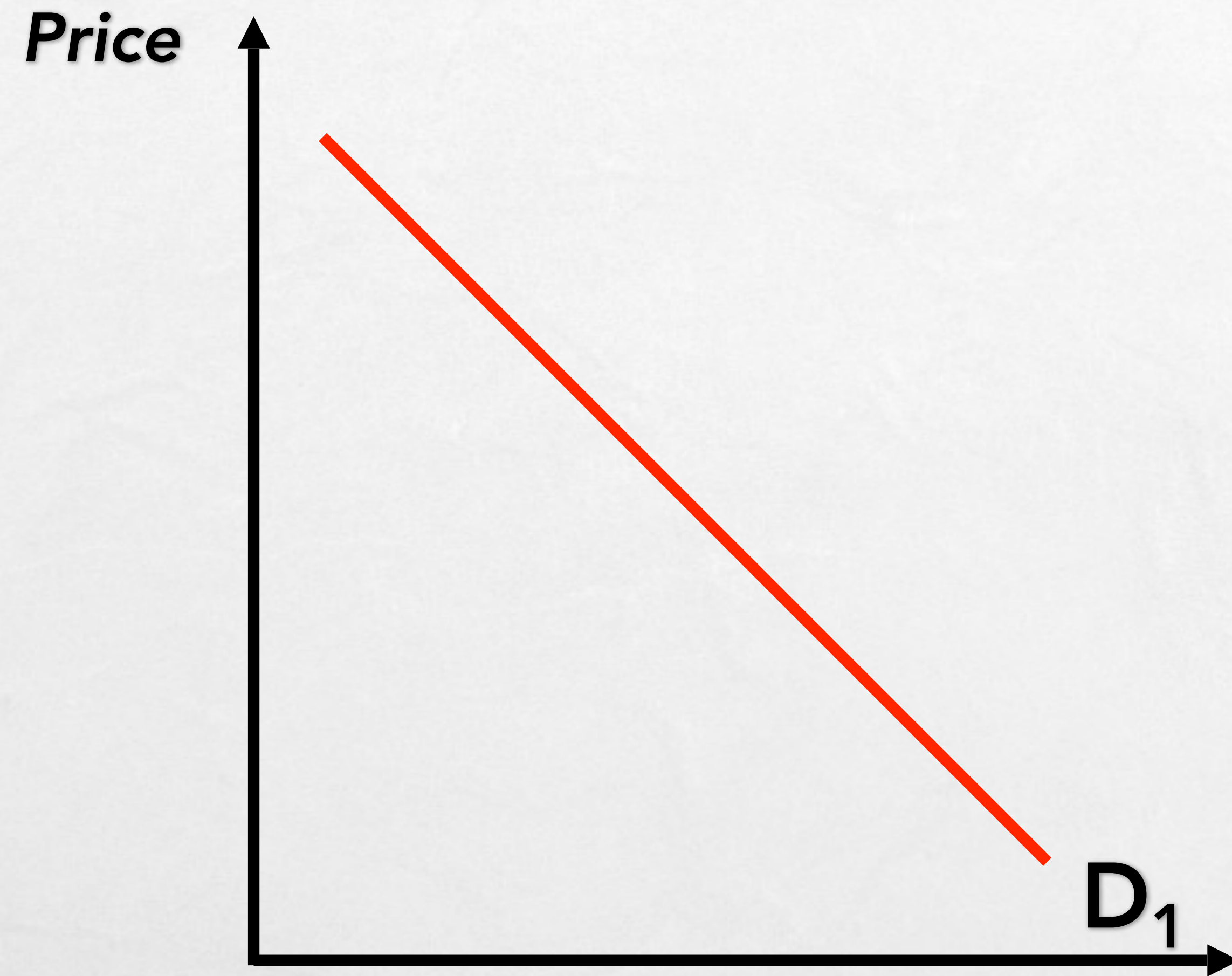


Substitutes



If the price of a Samsung increase

Price of **Samsung** increase



Quantity demanded