











Demand Increase

Caused by change in:
Incomes, tastes, prices of
related goods, expectations

Changing the
Equation for a
Demand Line to
show a "shift in
Demand"

Q_a

$=$

20

$-$

$2p$

New Q_a = ?

Changing the
Equation for a
Demand Line to
show a "shift in
Demand"



