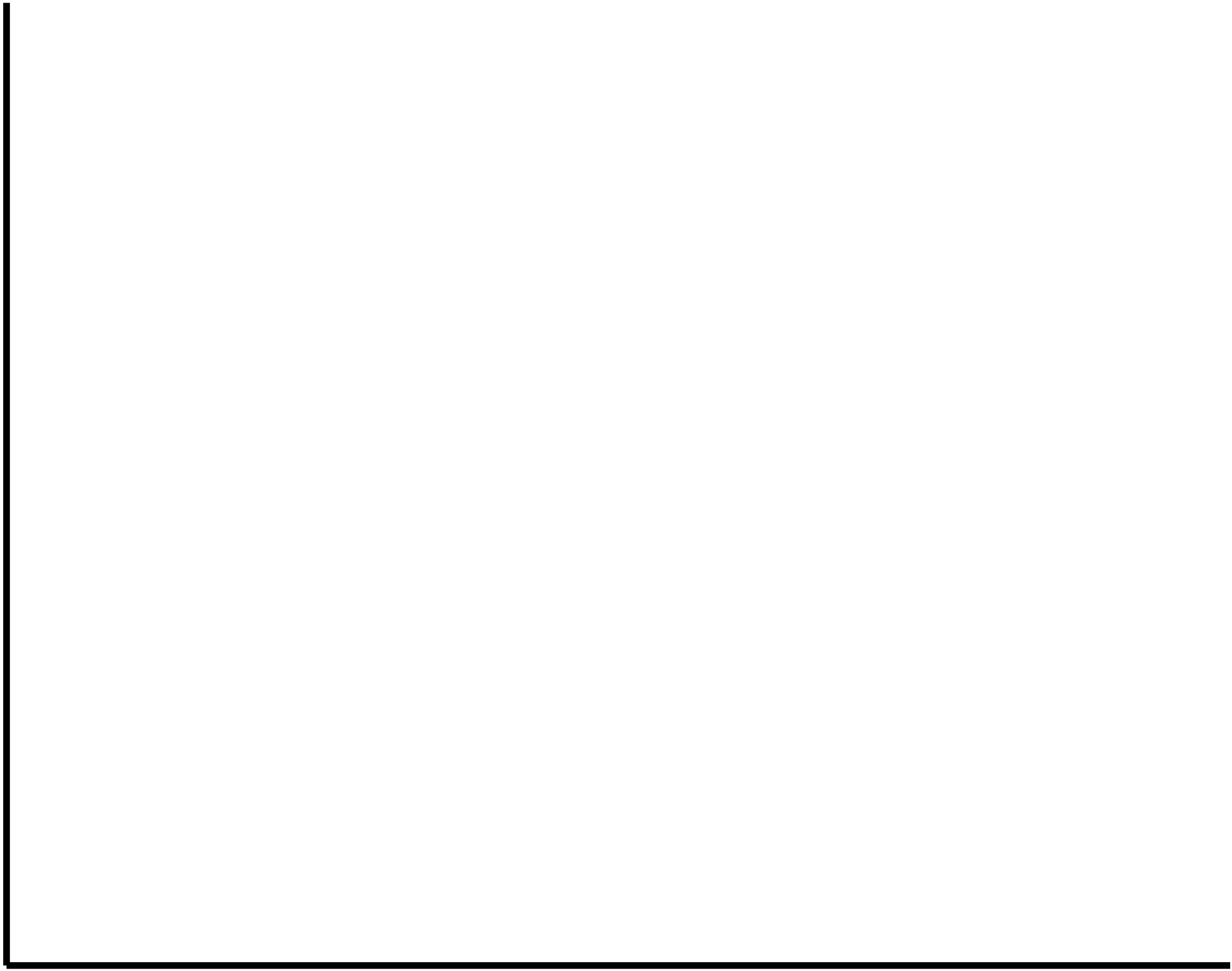
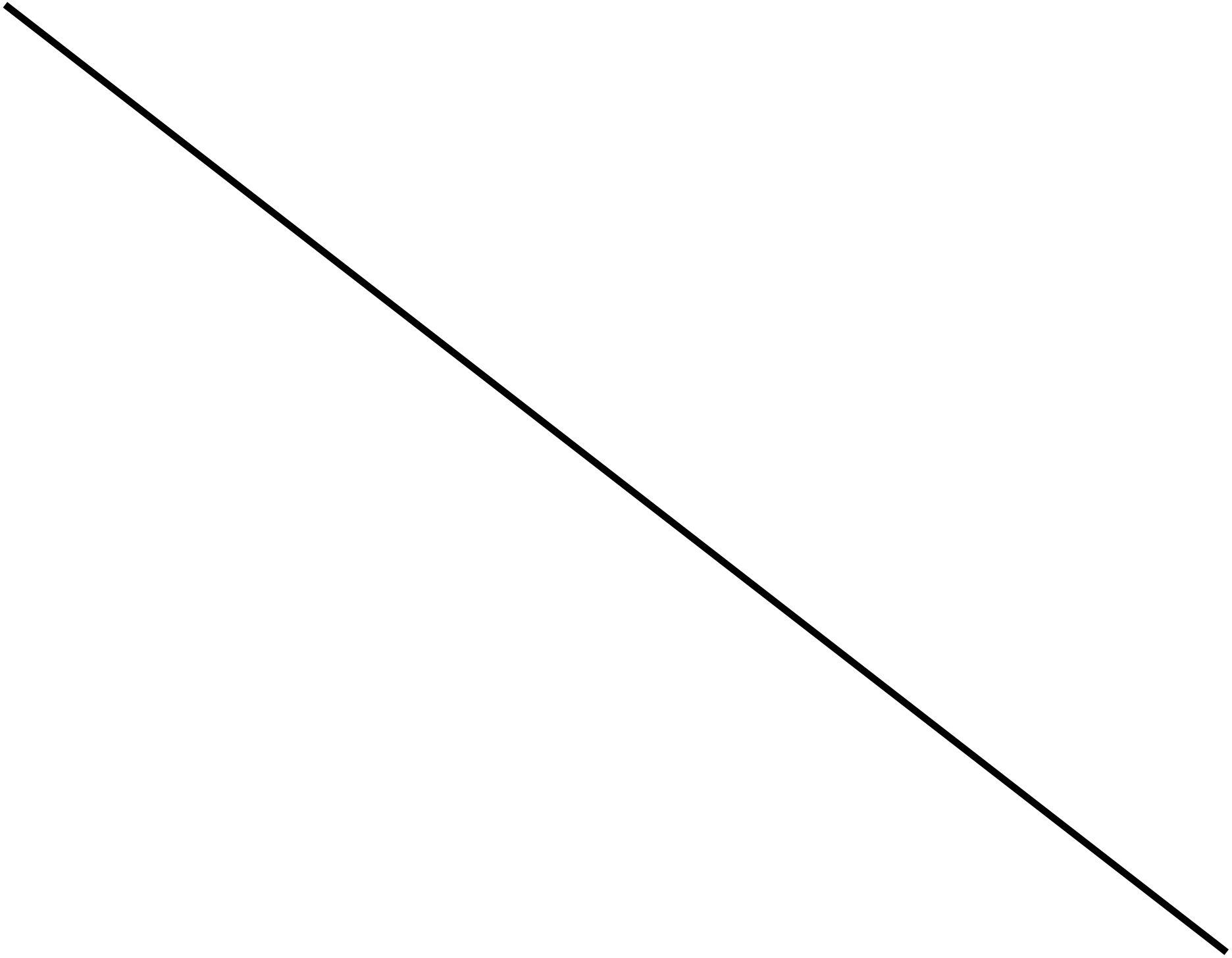



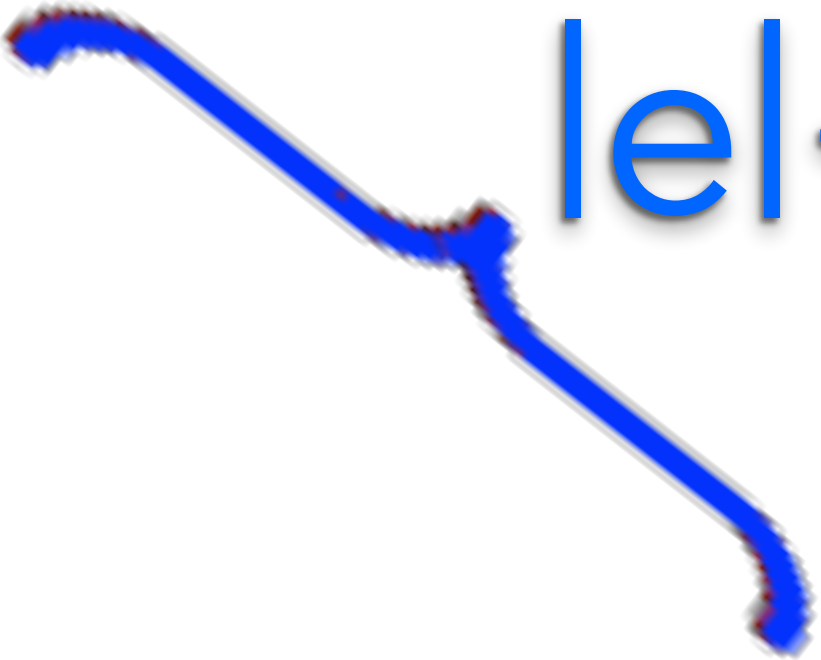
Elasticity **Changes Along** the Demand Line

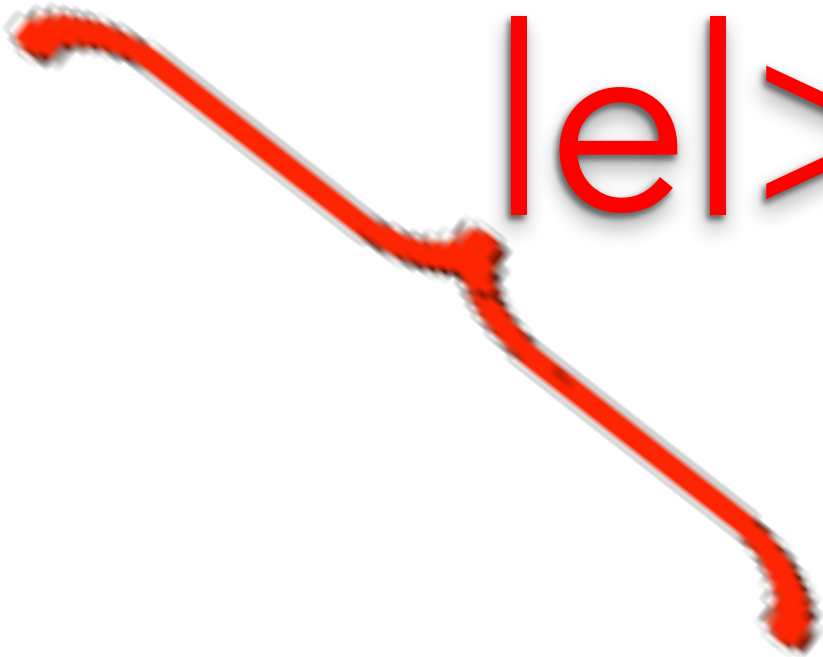




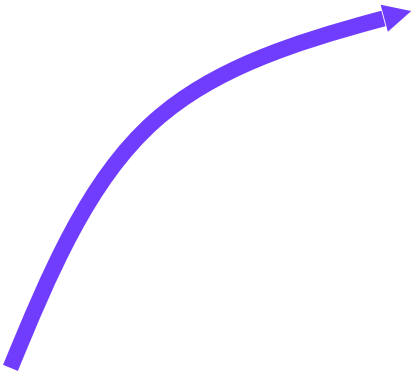





$$|e| < 1$$



$$|e\rangle > 1$$





$|e| = 1$

Midpoint



= 100

1000/2=50

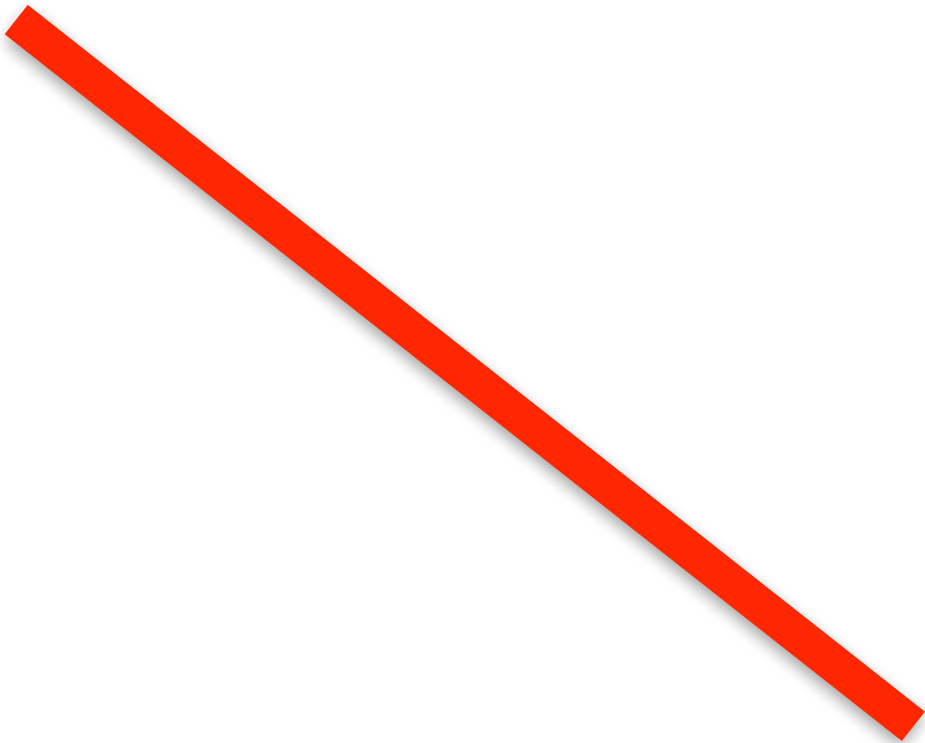


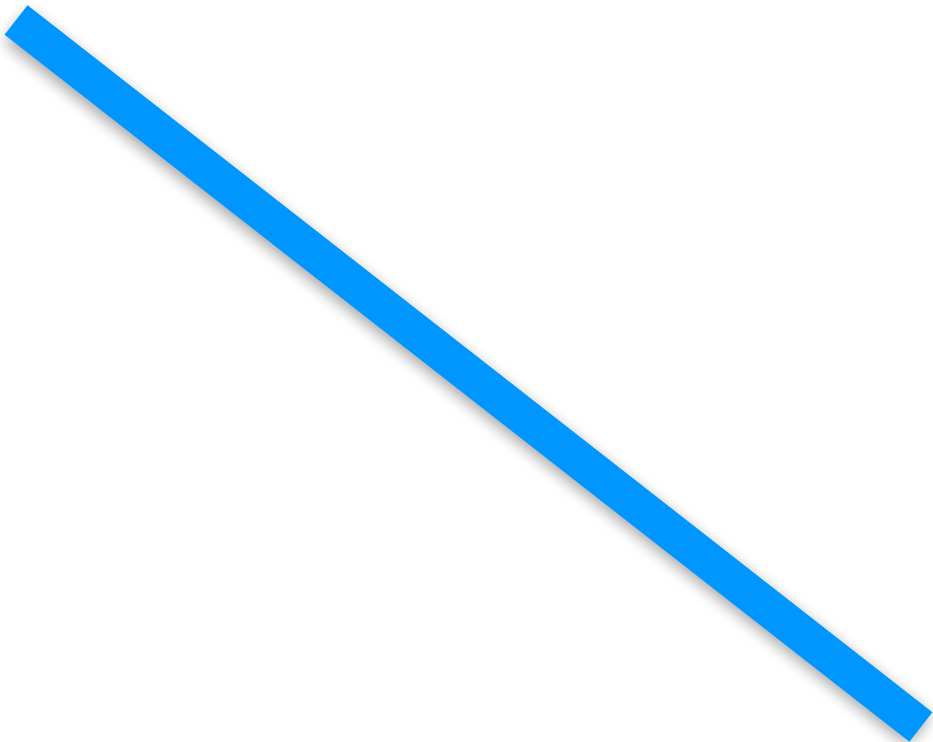
= 1000

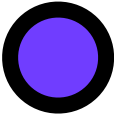
1000/2 = 500

Elastic

Inelastic







Quantity
intercept

Quantity
intercept $\div 2$





A





h

e

m



d

p





n



o

e

m m

a

n

d



S

u

n





e



a

S







Midpoint



A

b





e



h

e

m



d

P





n





D

e

m

a

n

o



S

E



a

S







B

e





W



h

e

m



o

Р





n





D



m

a

n

o



S



n





a

S







At the midpoint
demand is unit elastic

Above the midpoint:
Demand is Elastic

Elasticity **Changes Along** the Demand Line

