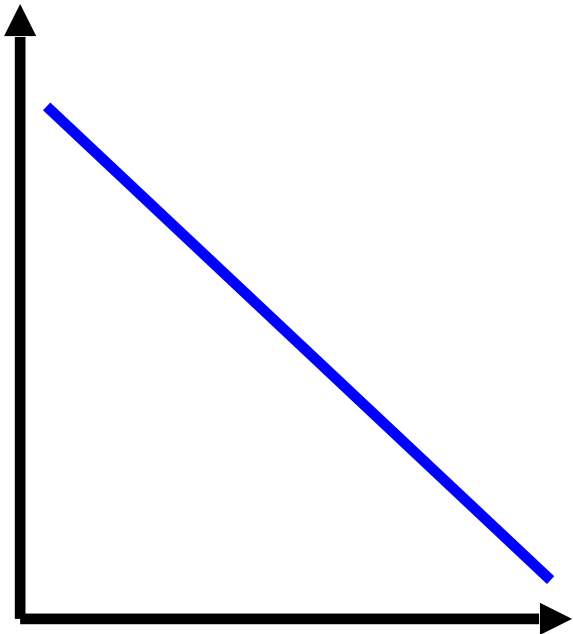


Price



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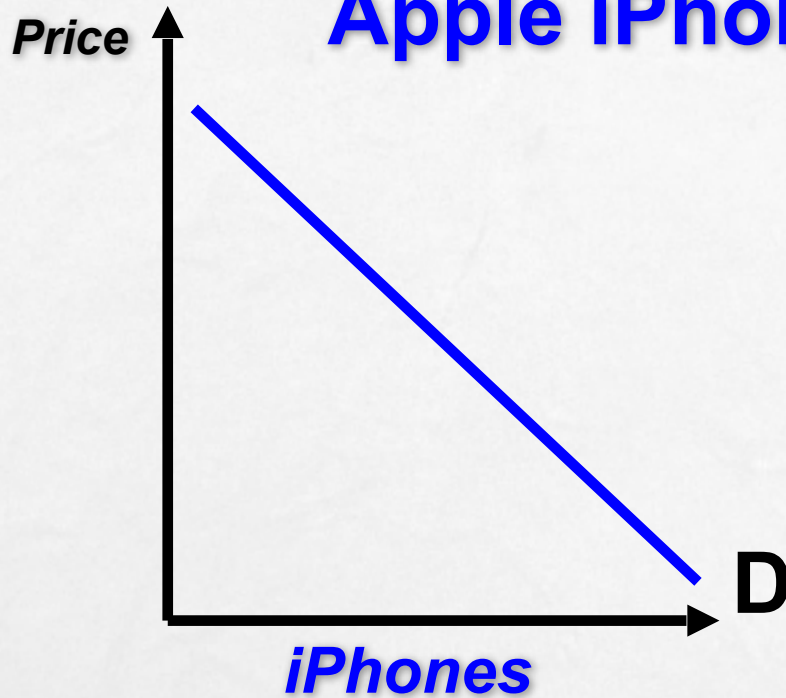
iPhones

**What happens to
Demand for
Samsung?**

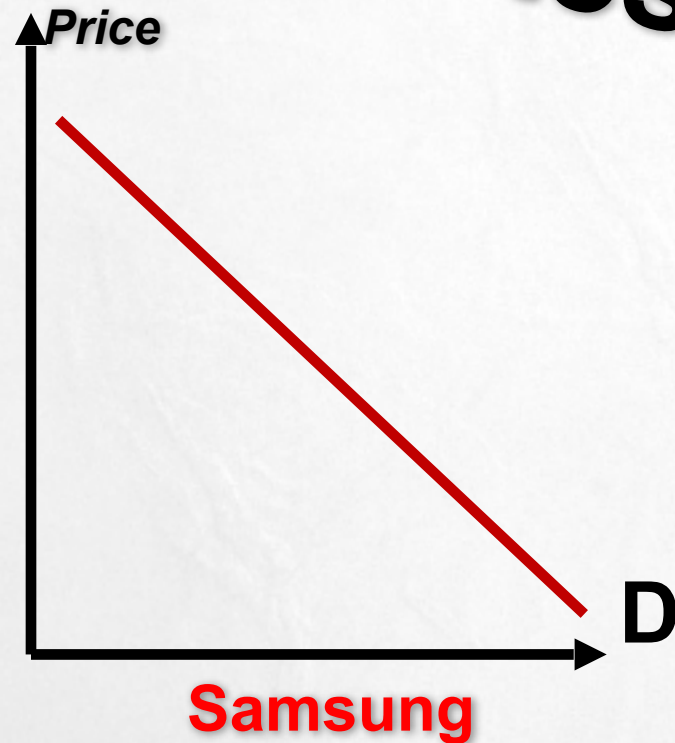
Price of Samsung increases

Substitutes

Apple iPhone and Samsung



Substitutes



What happens to
Demand for
Samsung?

Price of **Samsung** increases

Price of **Samsung** increase

