

\$15,000

\$20,000

\$30,000

\$60,000







\$90,000









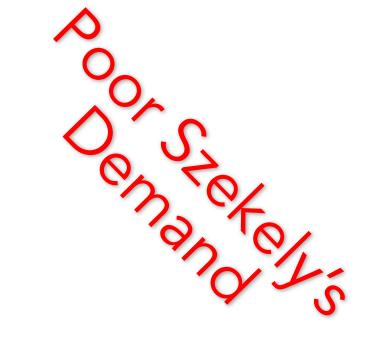


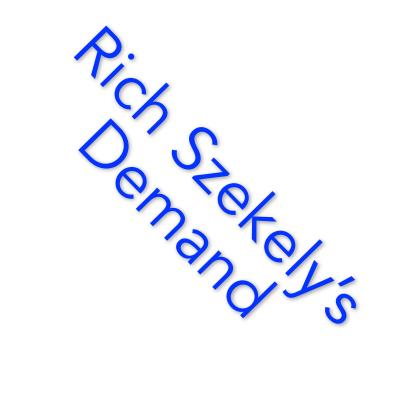




The Szekelys are now wealthier

An increase in Incomes shifts Demand to the right





Buy more when income increase

Demand ıncrease





















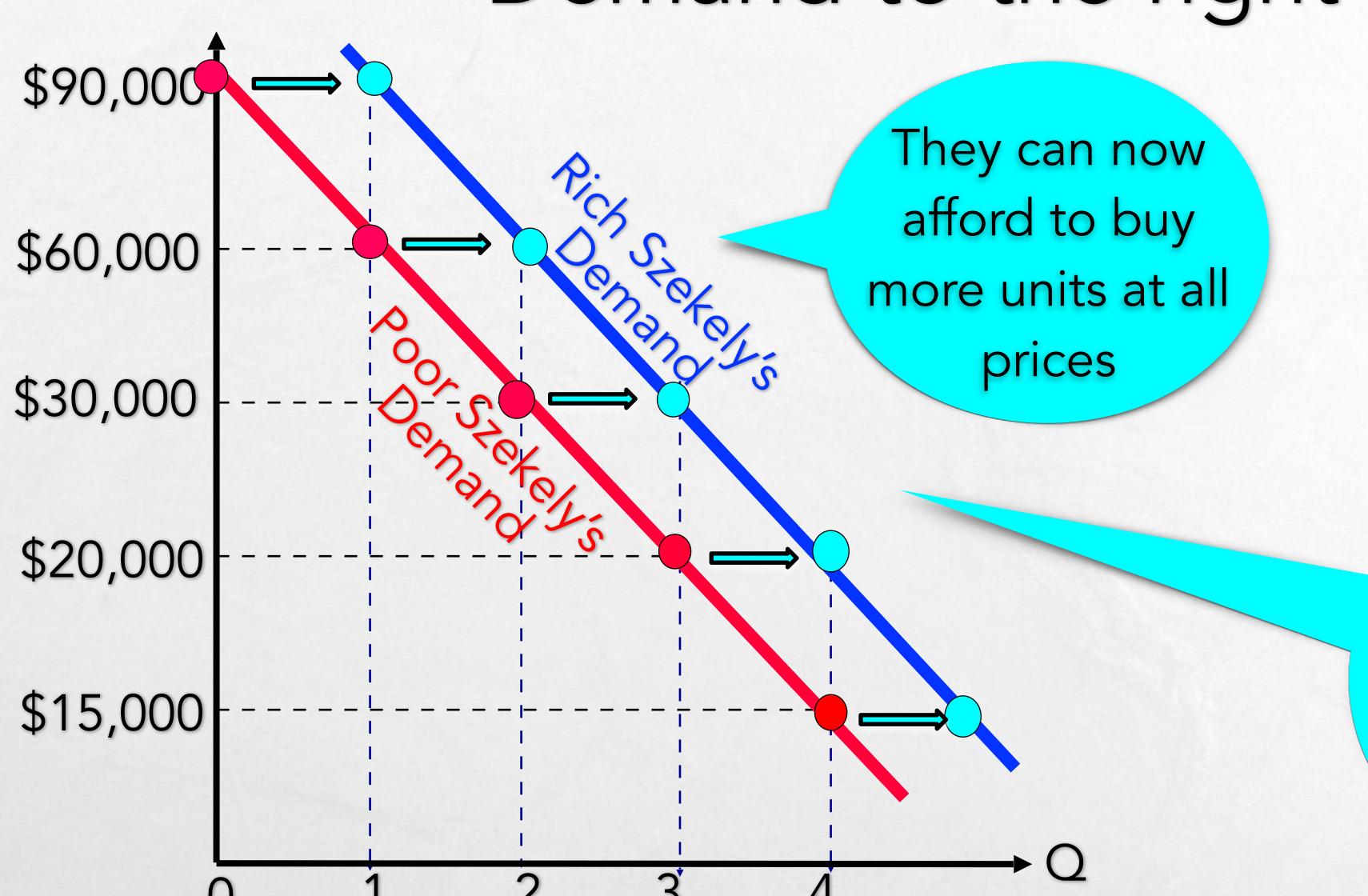


They can now afford to buy more units at all prices

"Buy more" is too ambiguous, we avoid using this term

An increase in **Demand** is represented by rightward **shift** in Demand

An increase in Incomes shifts Demand to the right



Demand
increase
Buy more
when income
increase

An increase in **Demand** is represented by rightward **shift** in Demand

"e-cigarettes contain flavorants such as diacetyl, a chemical linked to serious lung disease"

