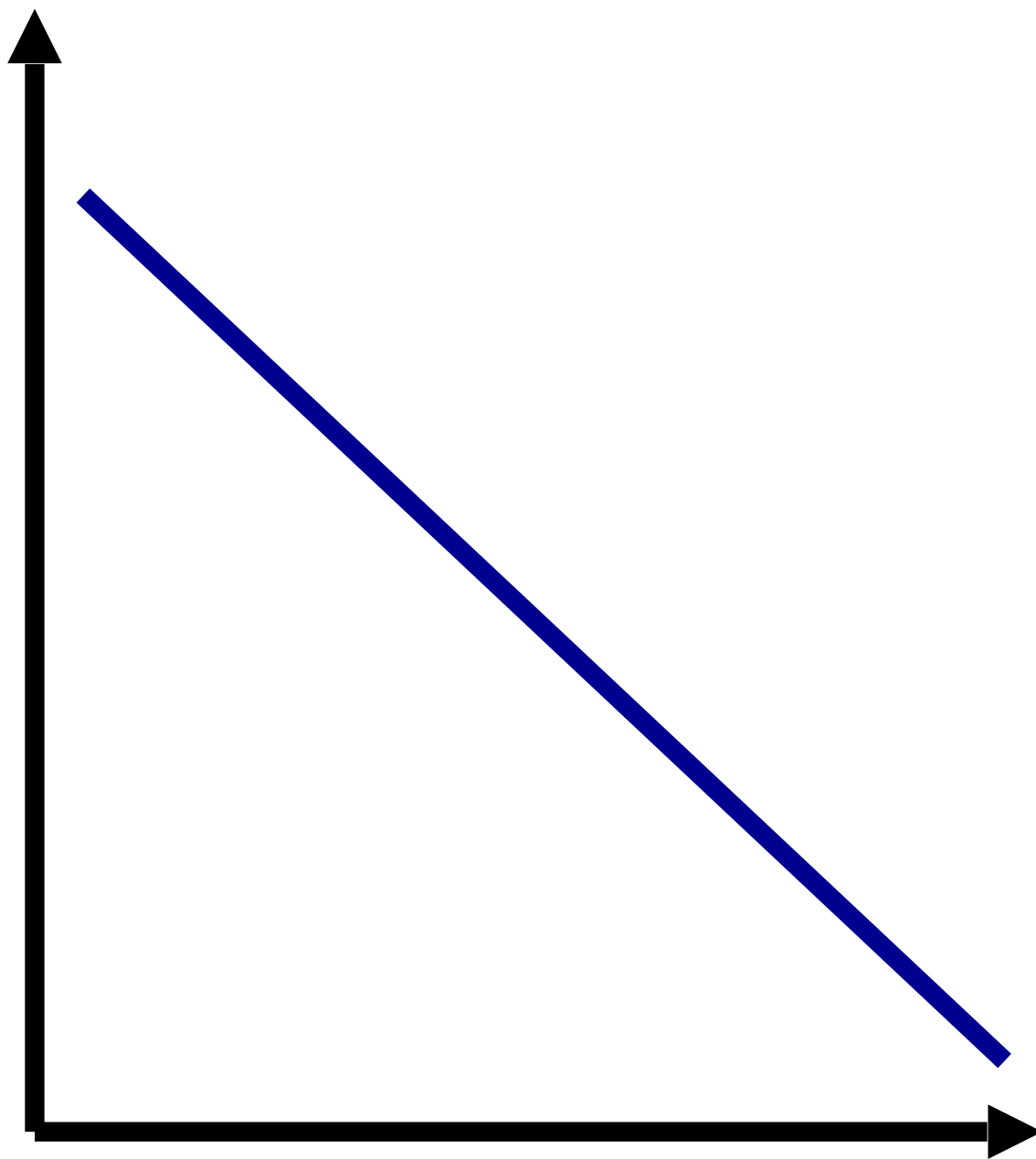




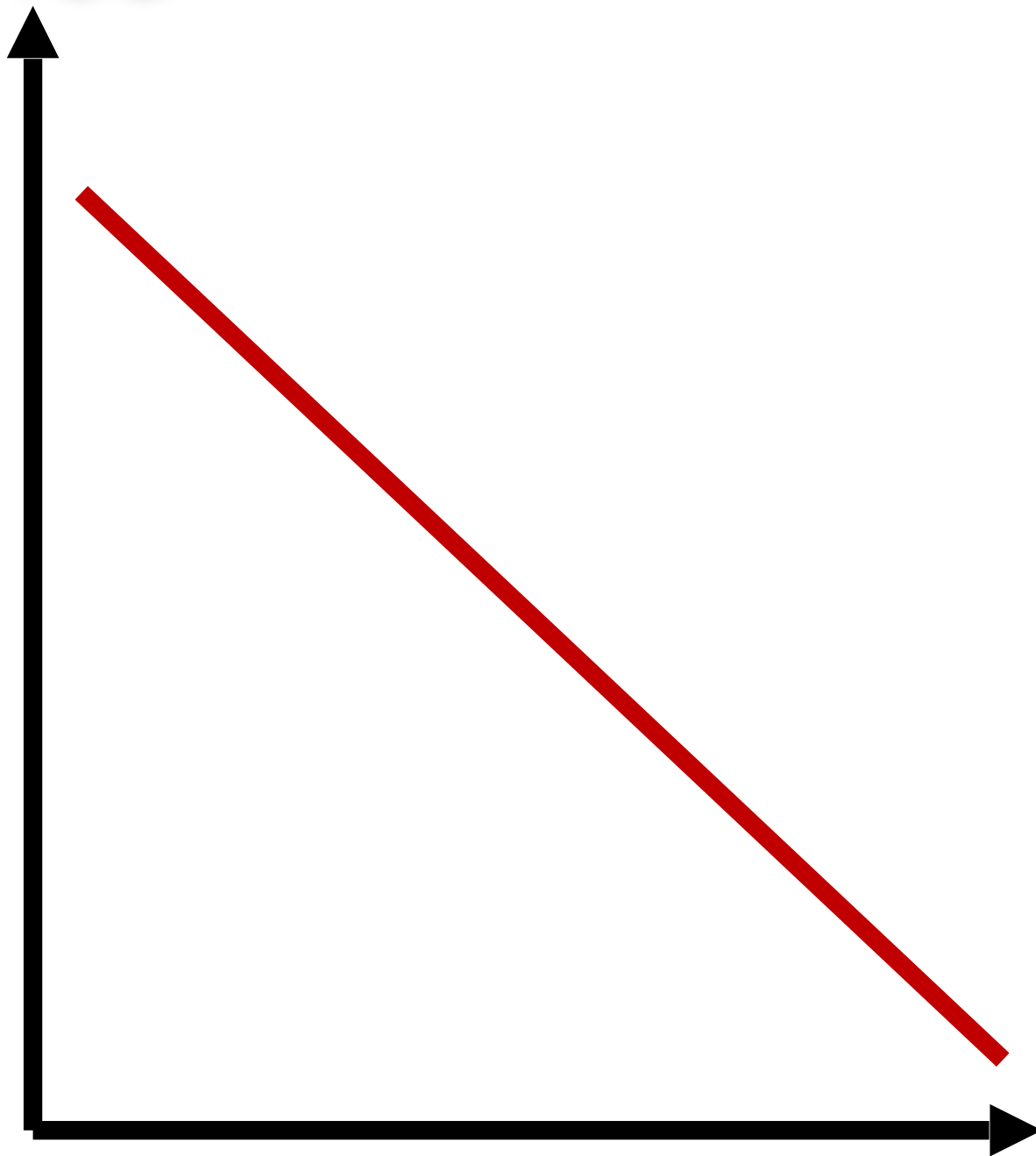
Price



D

iPhones

Price



D

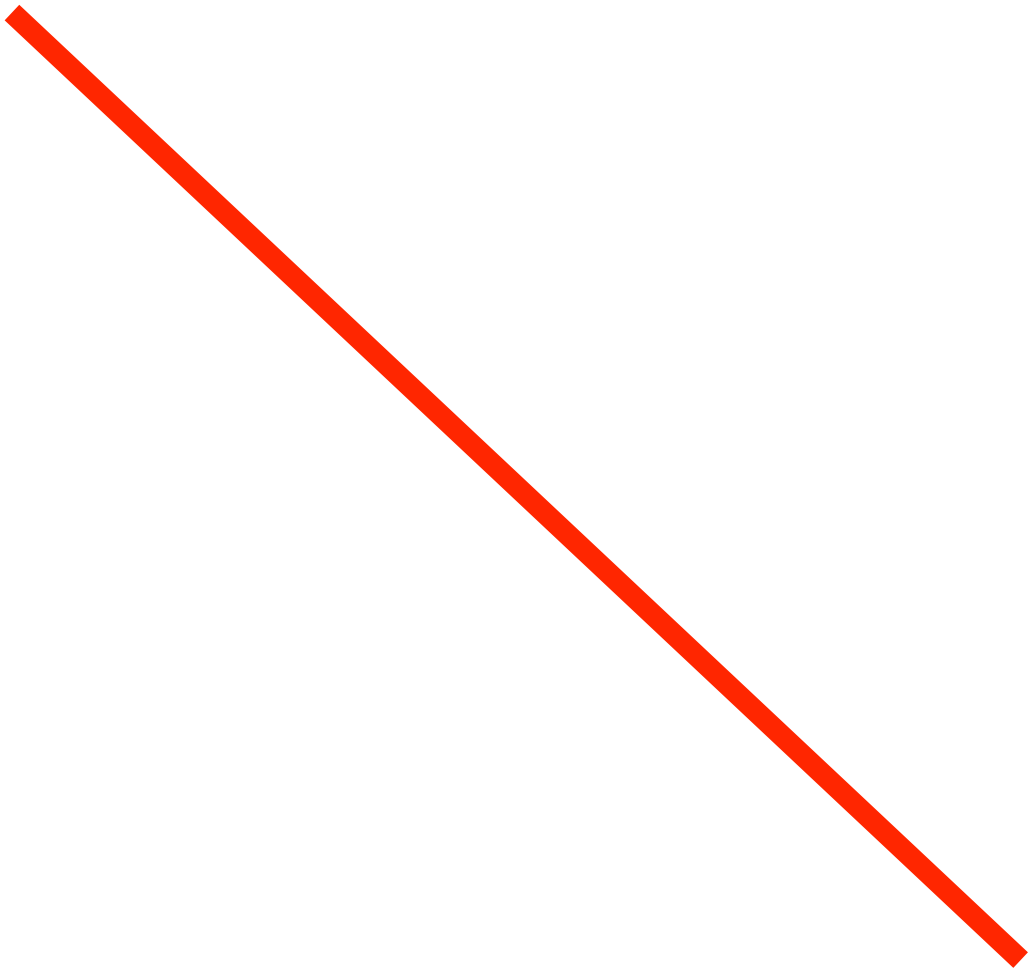
Samsung

What will happen  
to the demand  
for iPhones?

Price of Samsung  
increase

Demand for iPhones increase  
(a rightward shift)

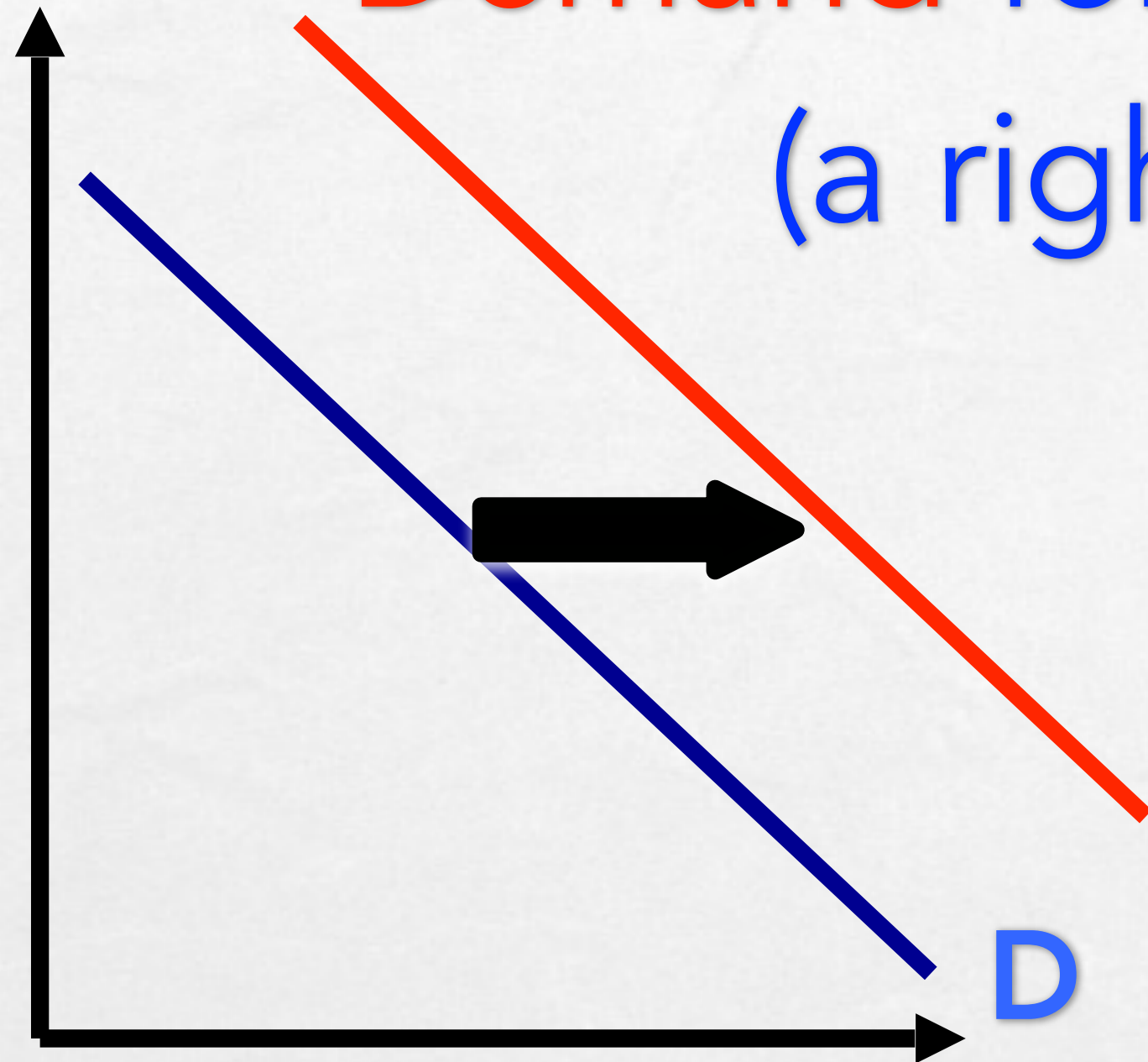






Price

Demand for iPhones increase  
(a rightward shift)



iPhones

What will happen  
to the demand  
for iPhones?

Price

Price of Samsung  
increase



Samsung



iPods and iTunes songs are complement goods