Buyers' Behavior: The Demand Line

Market forces set price

Buyers choose the quantity they want to buy at each price

Price

Quantity Purchased

We will see later how this works…

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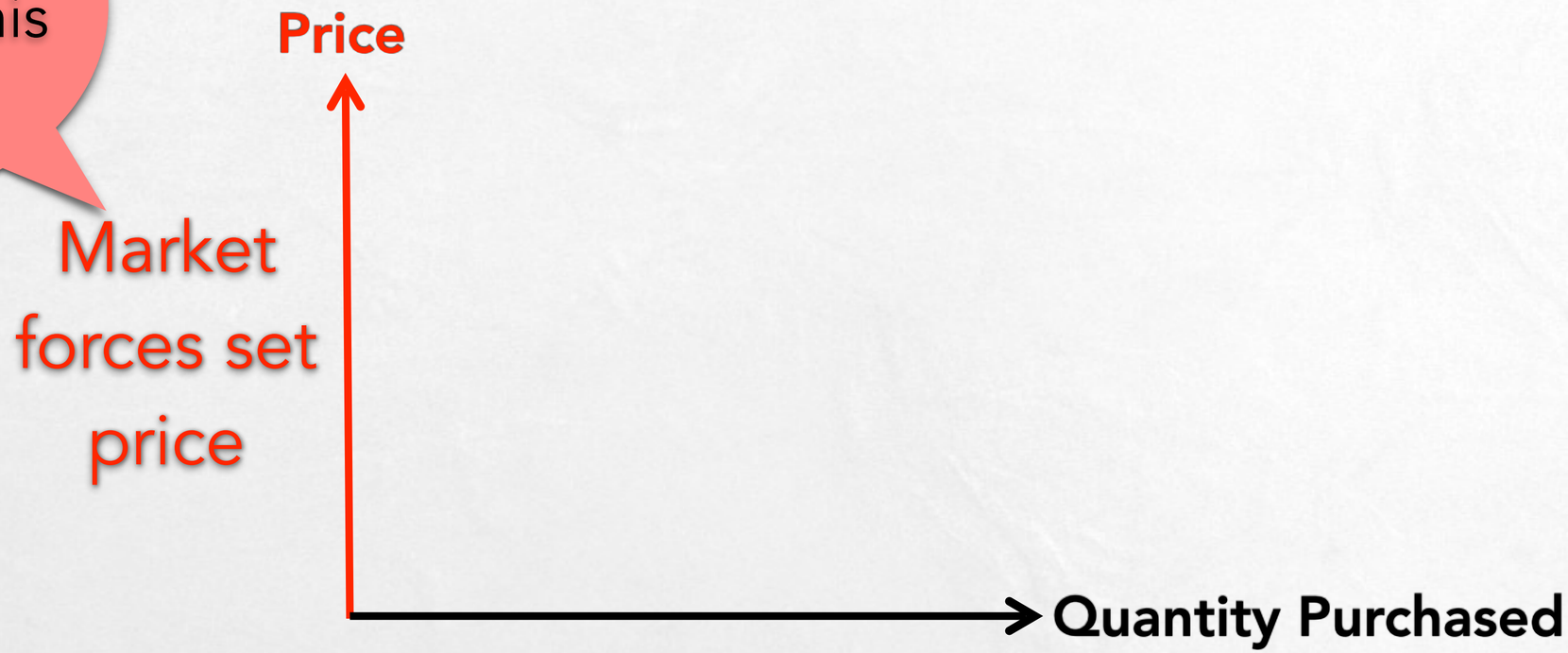

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Demand Line