

\$90,000

\$100,000

\$120,000

\$150,000

1

0

20

30

40



\$170,000

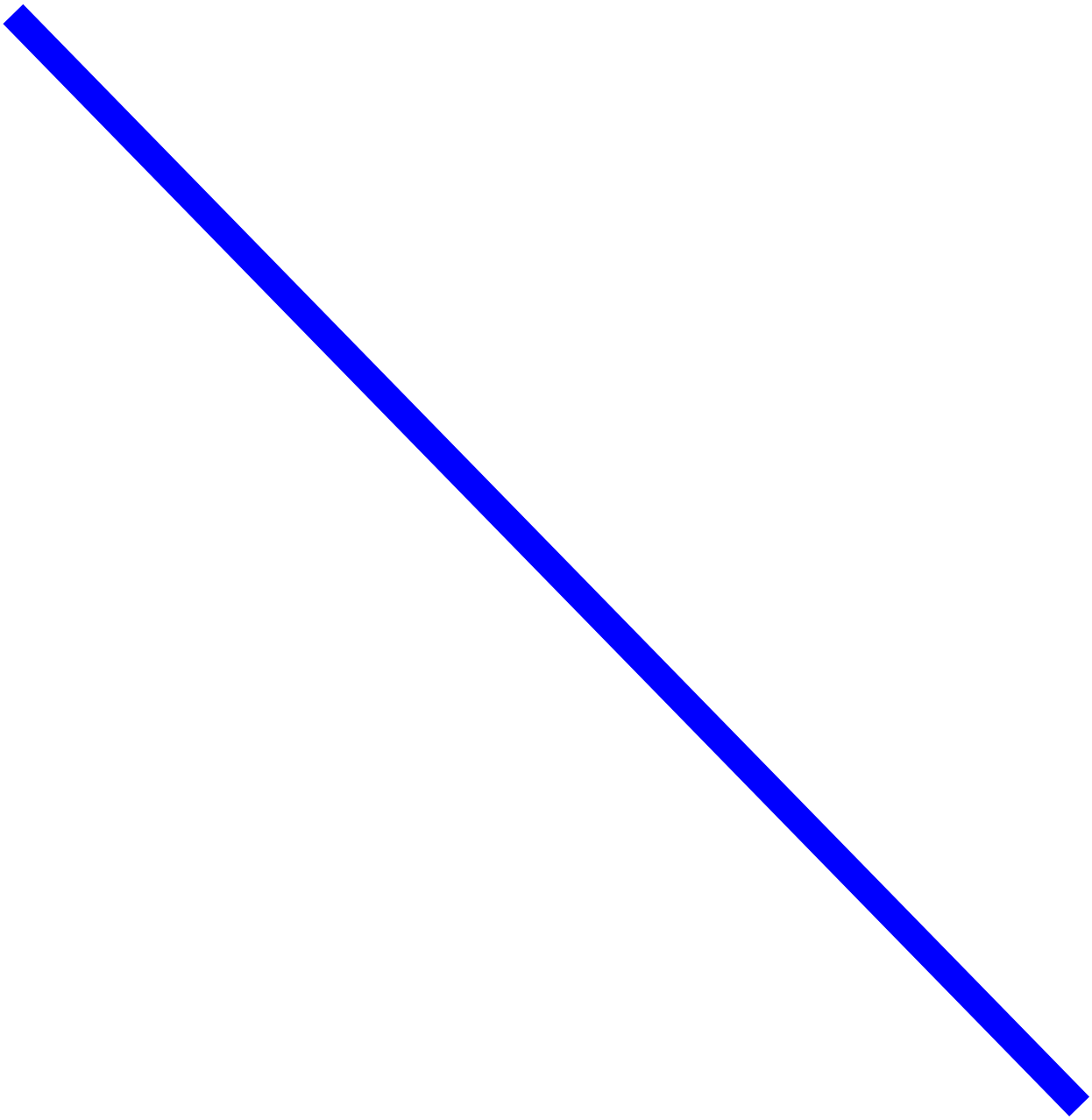




















A change in Tastes
shifts Demand









**Colombian
Government
Demand for
Mercedes Benz**

**Buy less
when tastes
change**

**Demand
decrease**

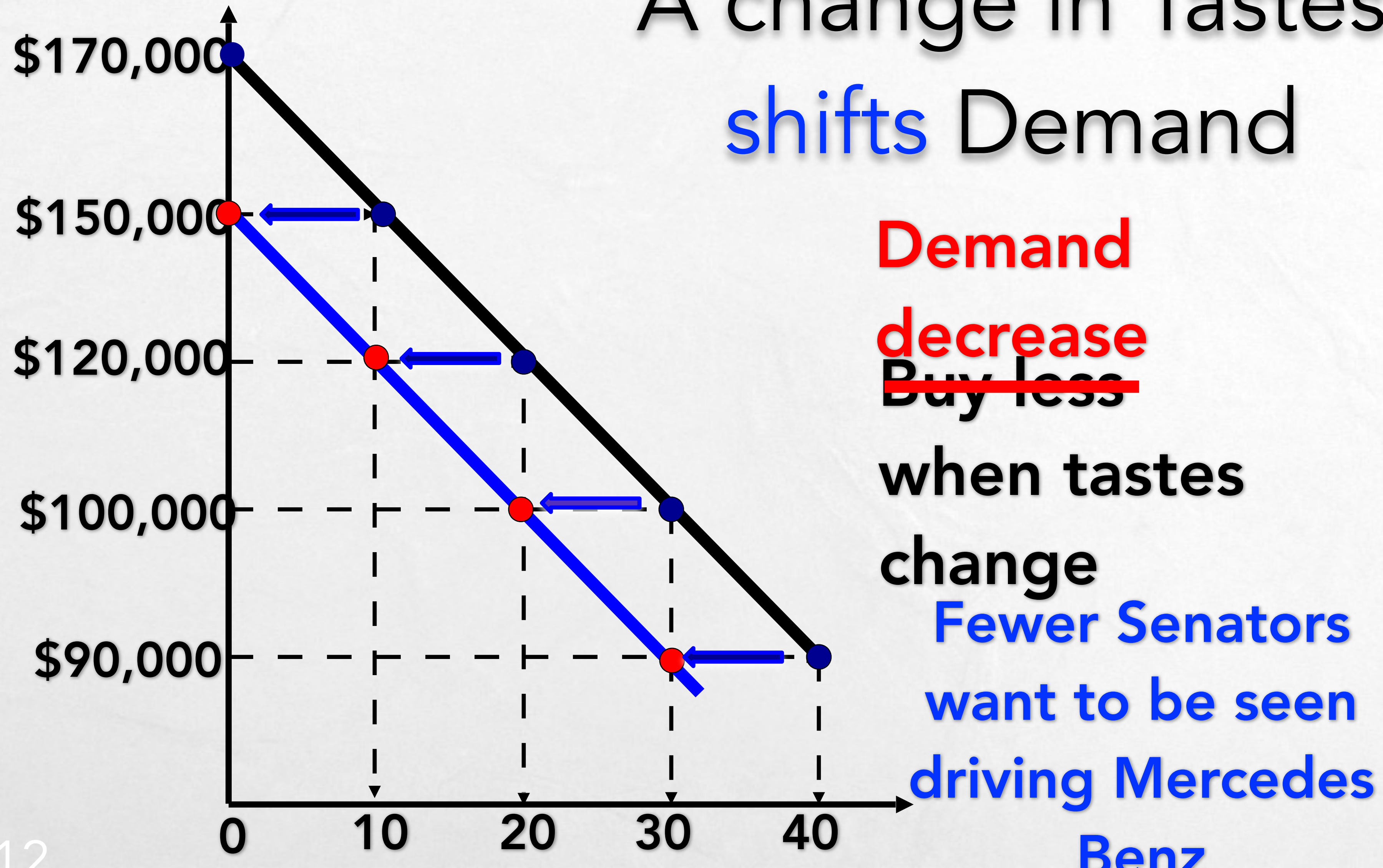


**"Mercedes Benz the #1 Choice of
Corrupt Politicians"**

**Fewer Senators
want to be seen
driving Mercedes
Benz**

"Mercedes Benz the #1 Choice of Corrupt Politicians"

A change in Tastes
shifts Demand



Perfectly Competitive Market