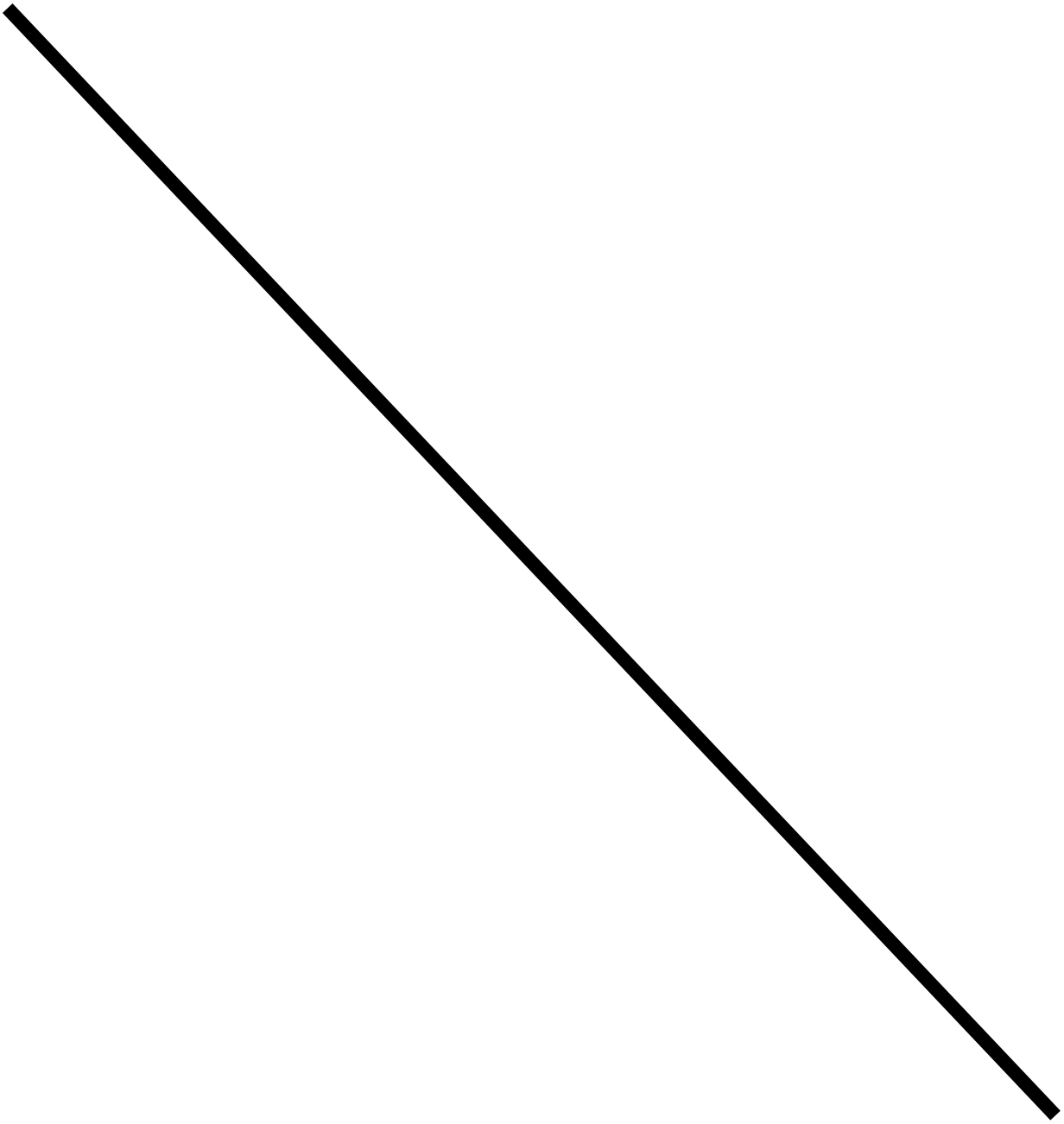


Complement Goods

Goods which are used together

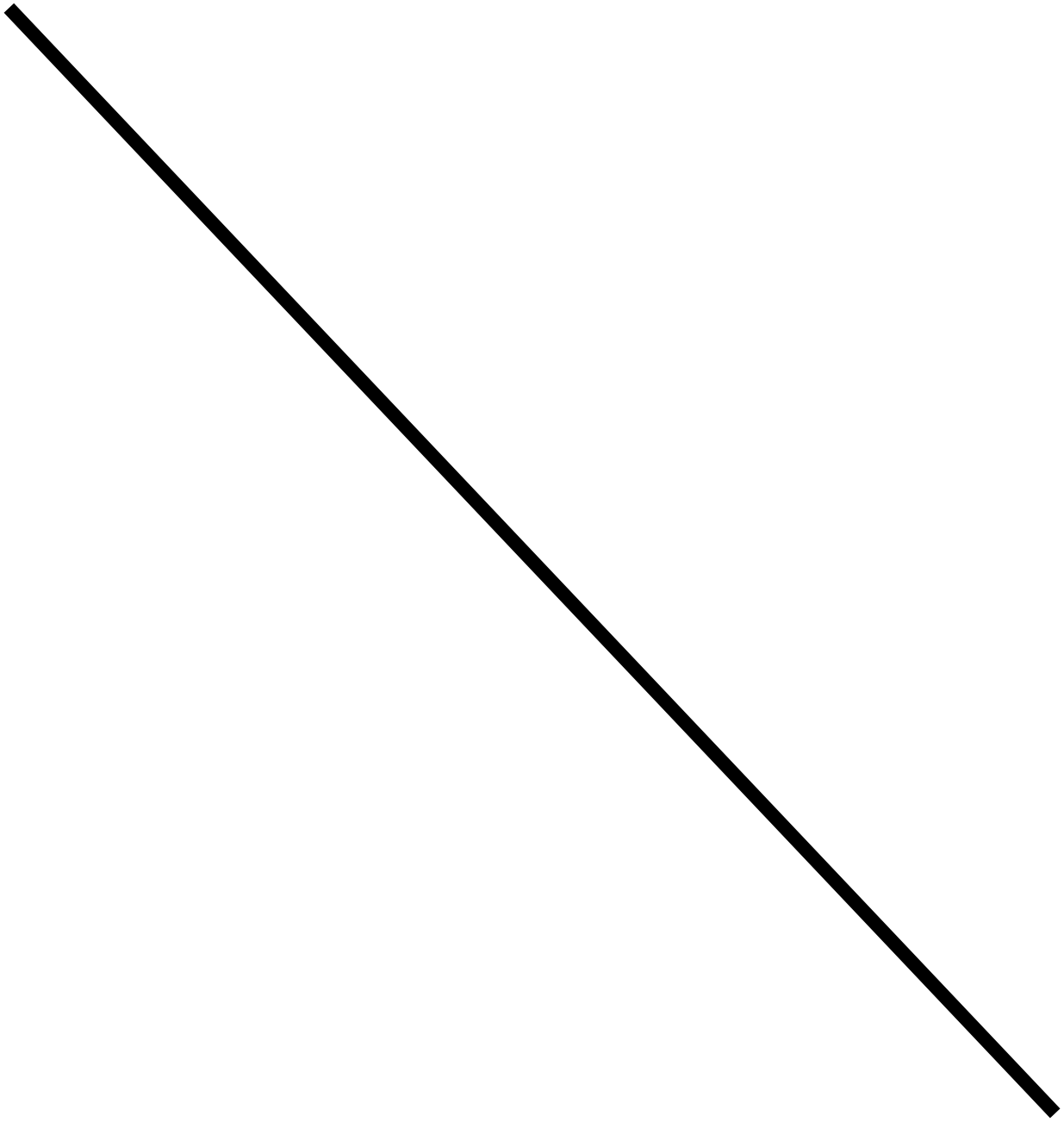
When one becomes
more expensive

Purchases of both
goods drop



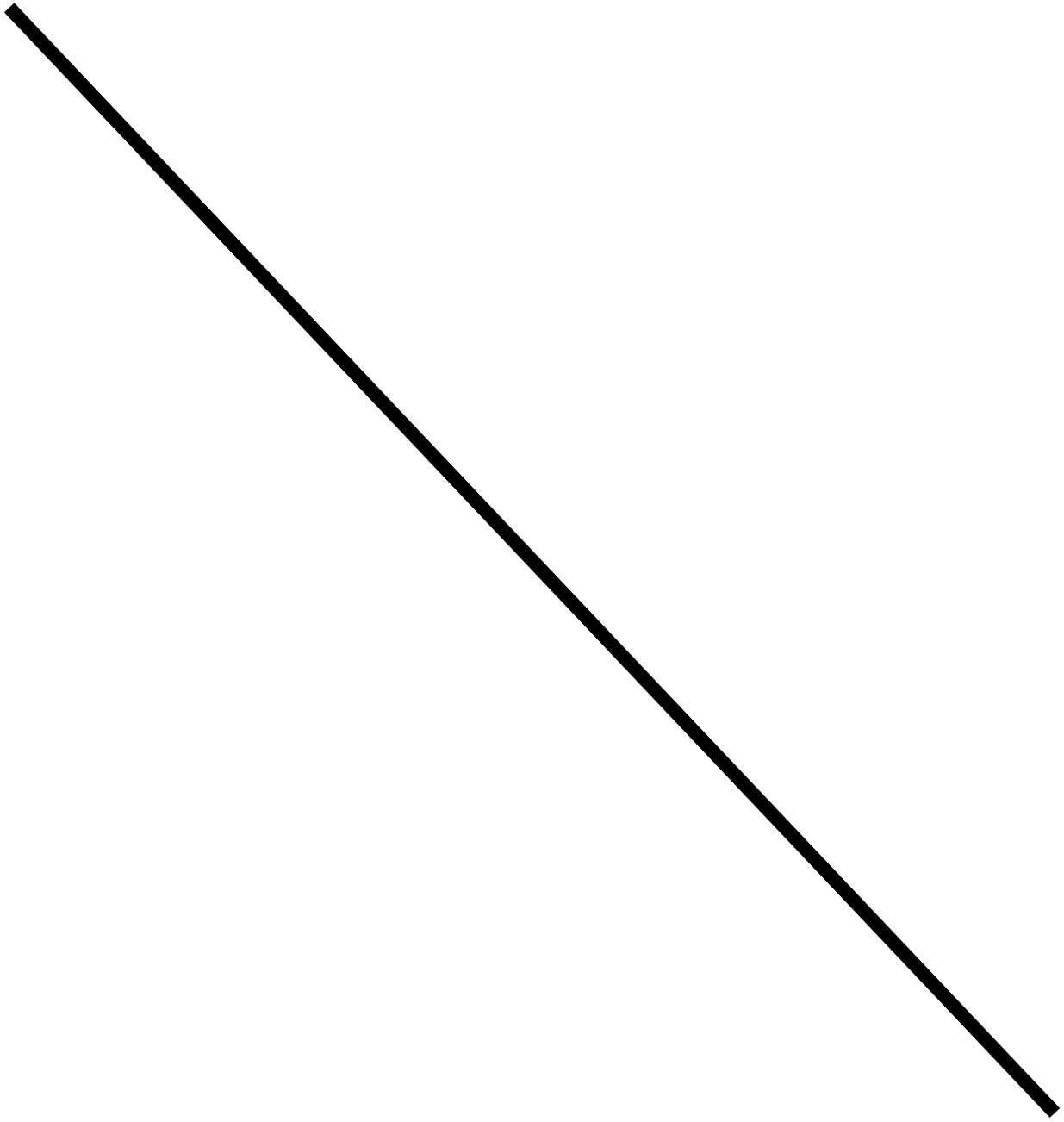


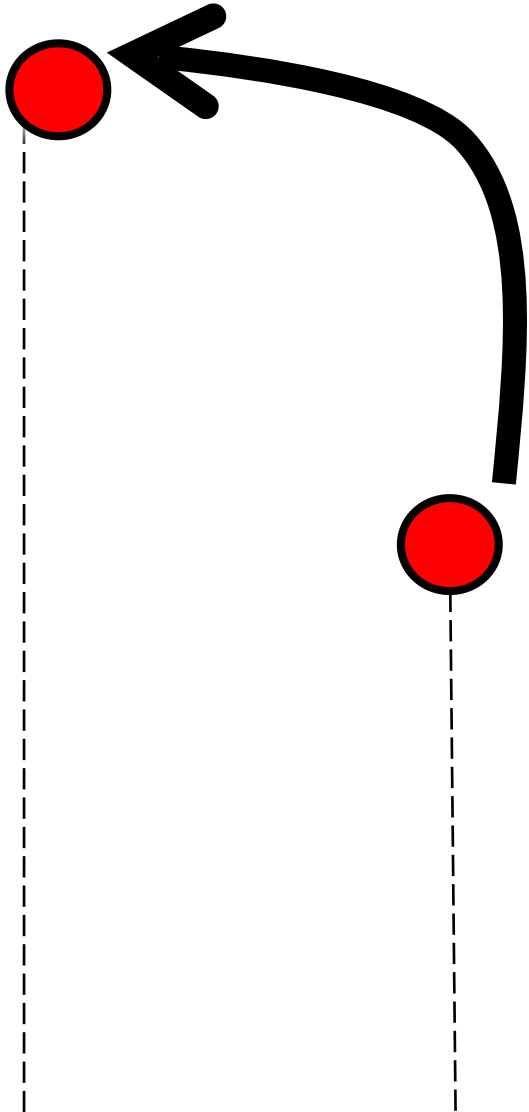




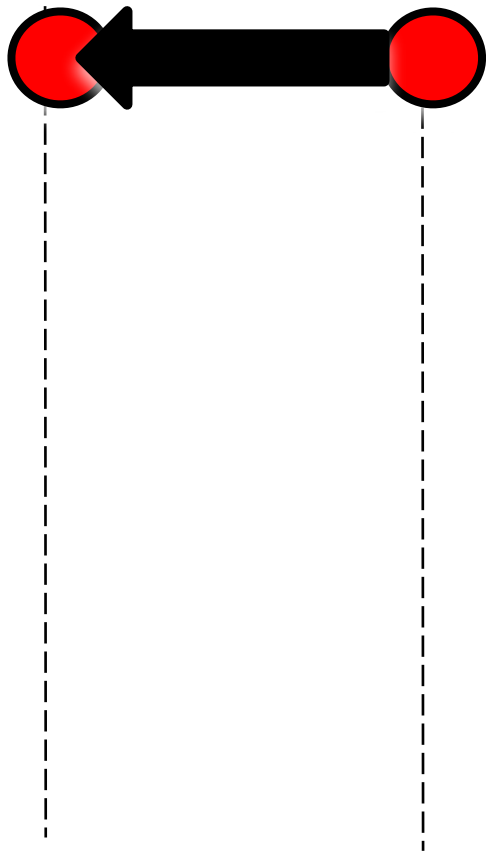








Buy less



Buy less

Quantity Demanded Drops

Demand Drops

Computers

Software

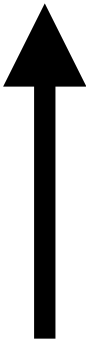








P_1



P_0



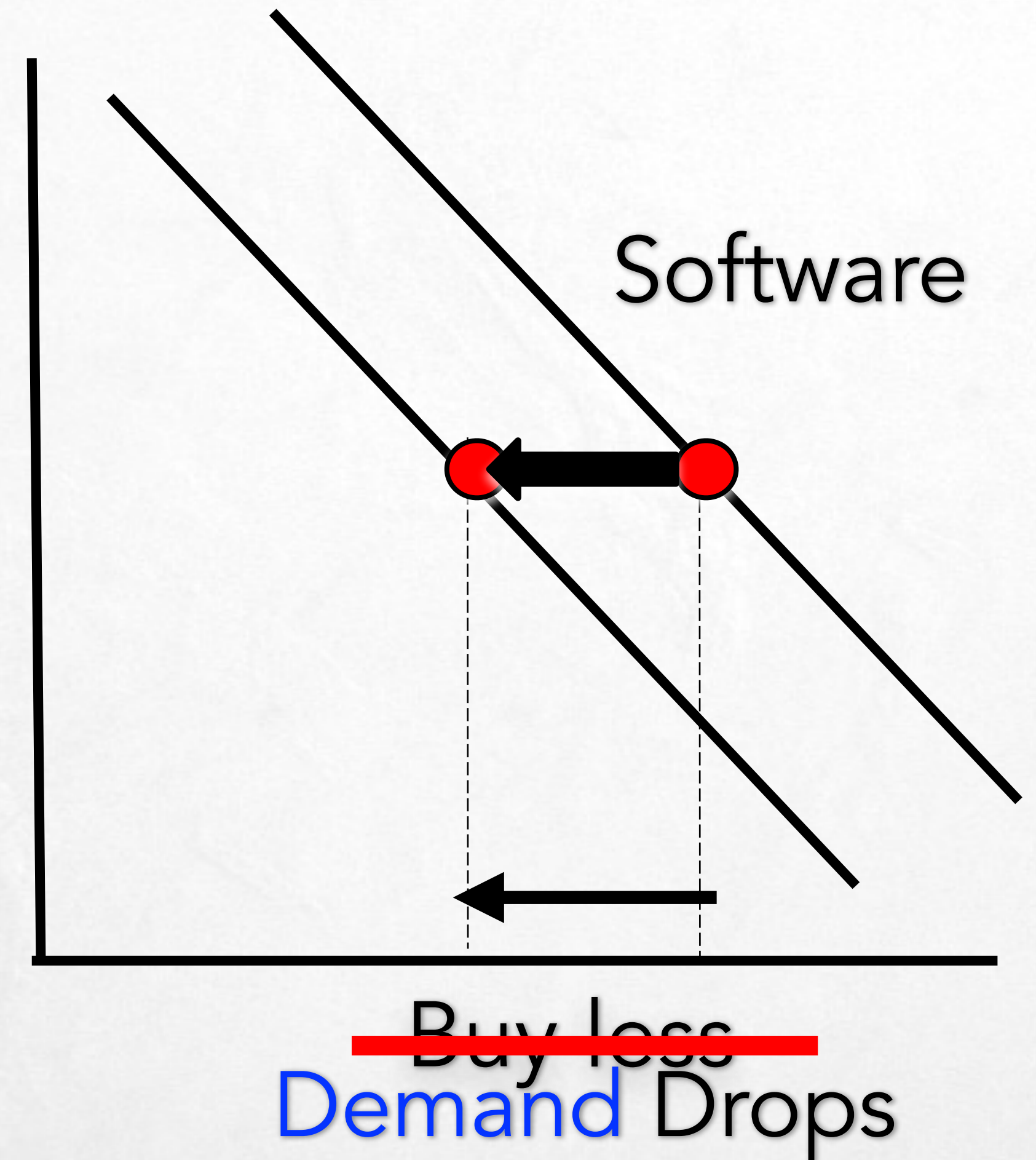
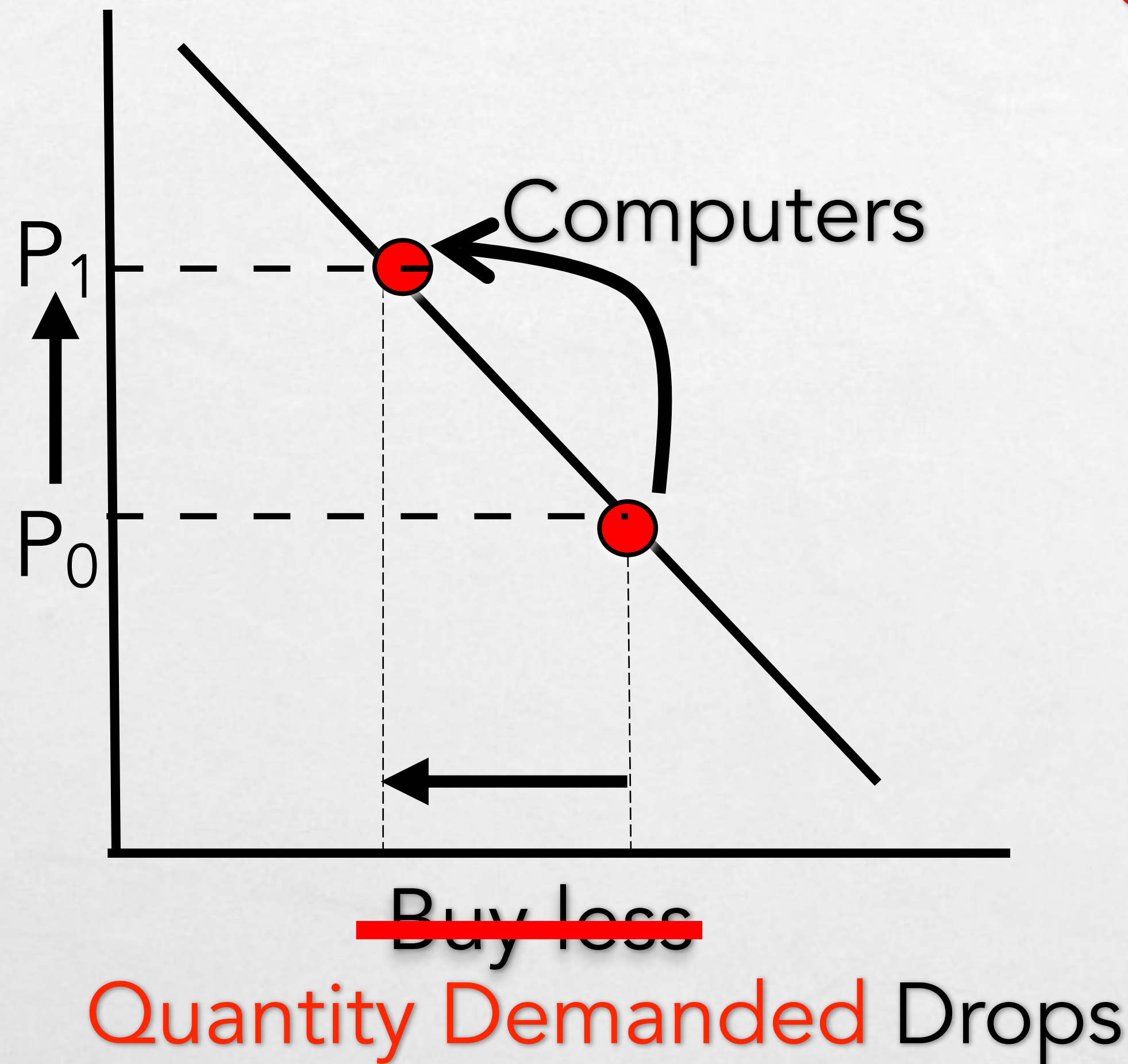


Complement Goods

Goods which are used together

When one becomes
more expensive

Purchases of both
goods drop



Substitute Goods