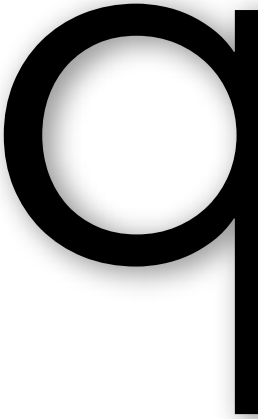

TR




TR

10


50


20

100

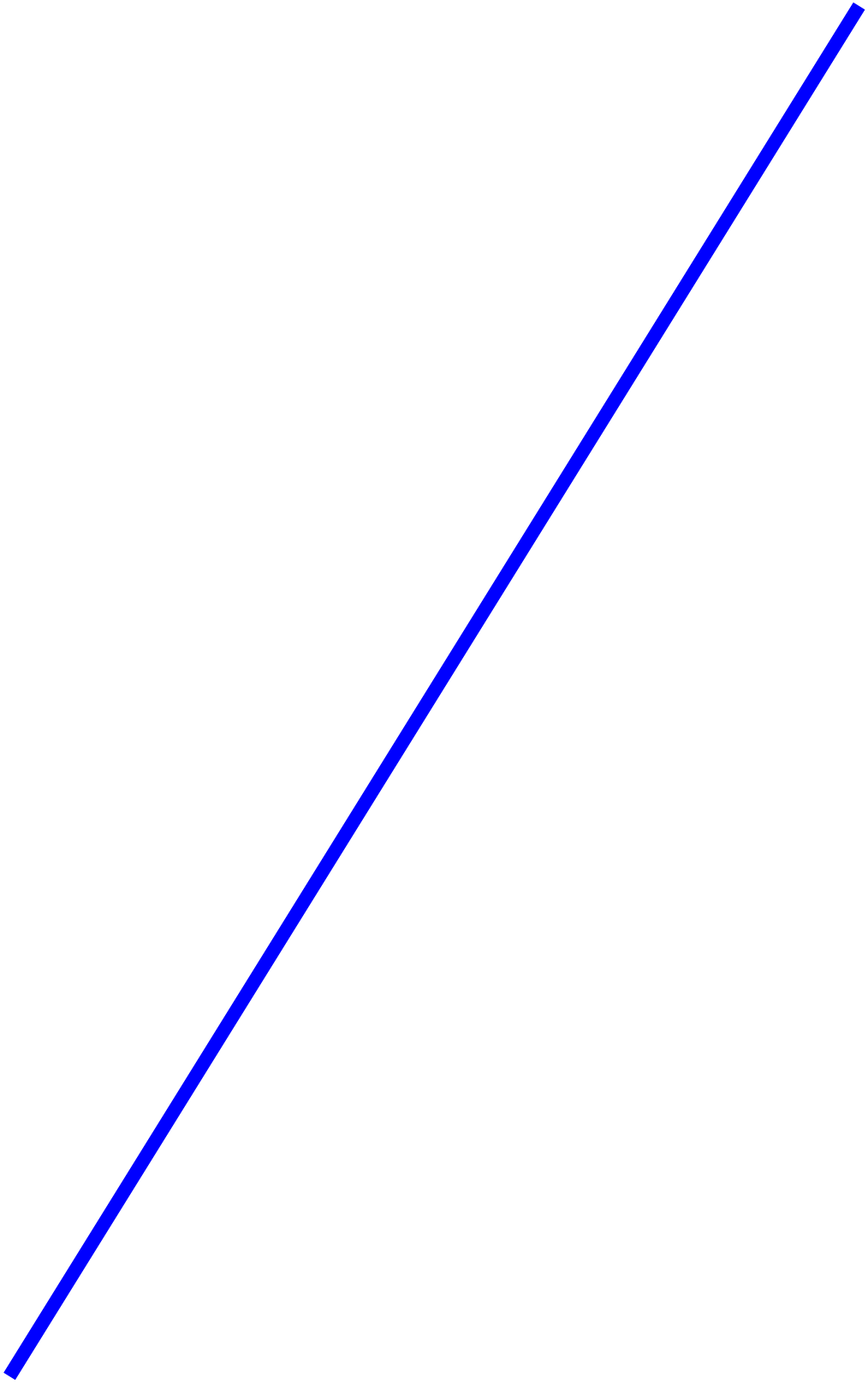
30

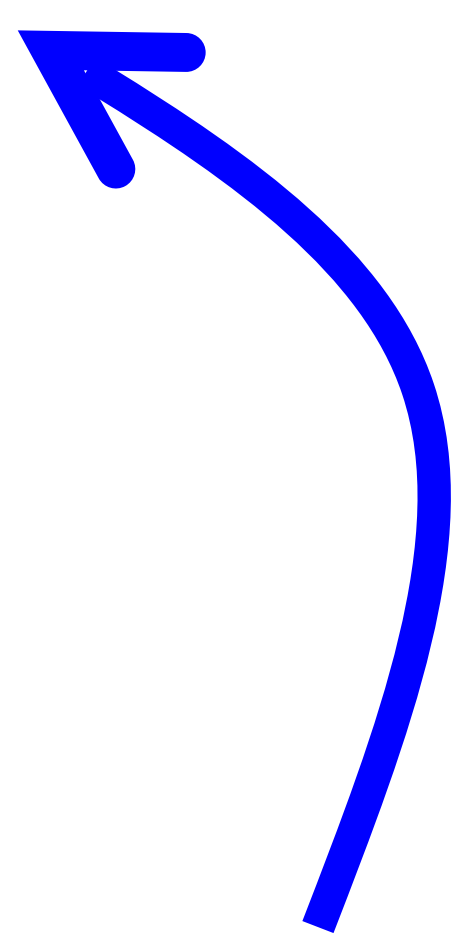
150

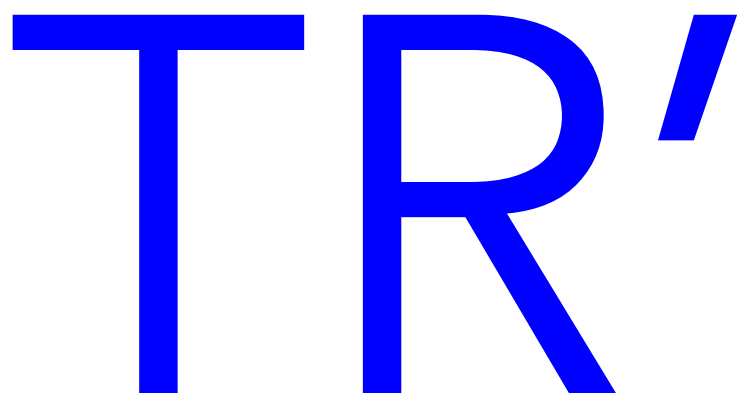

70

140

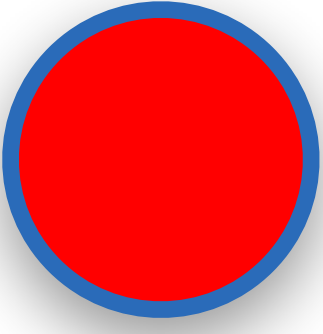
210

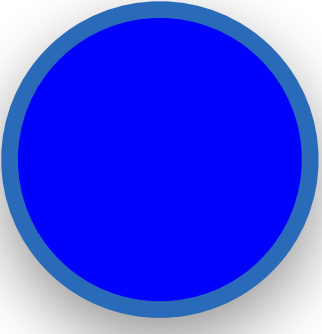


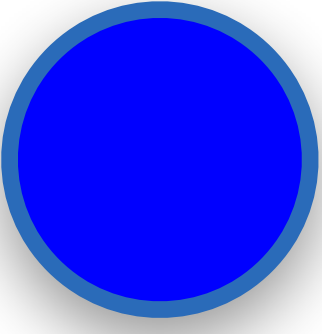



TR'

Total Revenue = Price x Quantity







As the price increase, TR becomes steeper

Price	Quantity	Total Revenue

Price	Quantity	Total Revenue

Price Increase
from $5 to $7

PC firms can sell more units without decreasing the price

Price	Quantity	Total Revenue

5	10	50

Price	Quantity	Total Revenue
5	10	50

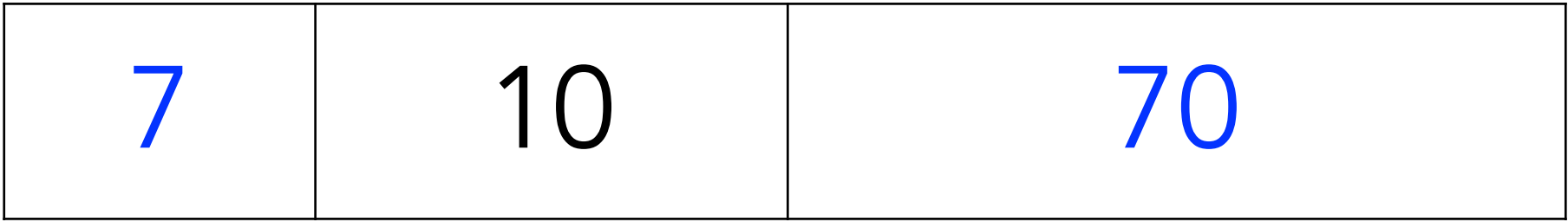
5	20	100

Price	Quantity	Total Revenue
5	10	50
5	20	100

5	30	150

Price	Quantity	Total Revenue
5	10	50
5	20	100
5	30	150

Price	Quantity	Total Revenue


7
10
70

Price	Quantity	Total Revenue
7	10	70

7	20	140

Price	Quantity	Total Revenue
7	10	70
7	20	140

7	30	210

Price	Quantity	Total Revenue
7	10	70
7	20	140
7	30	210

Total Revenue = Price x Qua

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PC firms can sell more units without decreasing the price

Price	Quantity	Total Revenue
7	10	70
7	20	140
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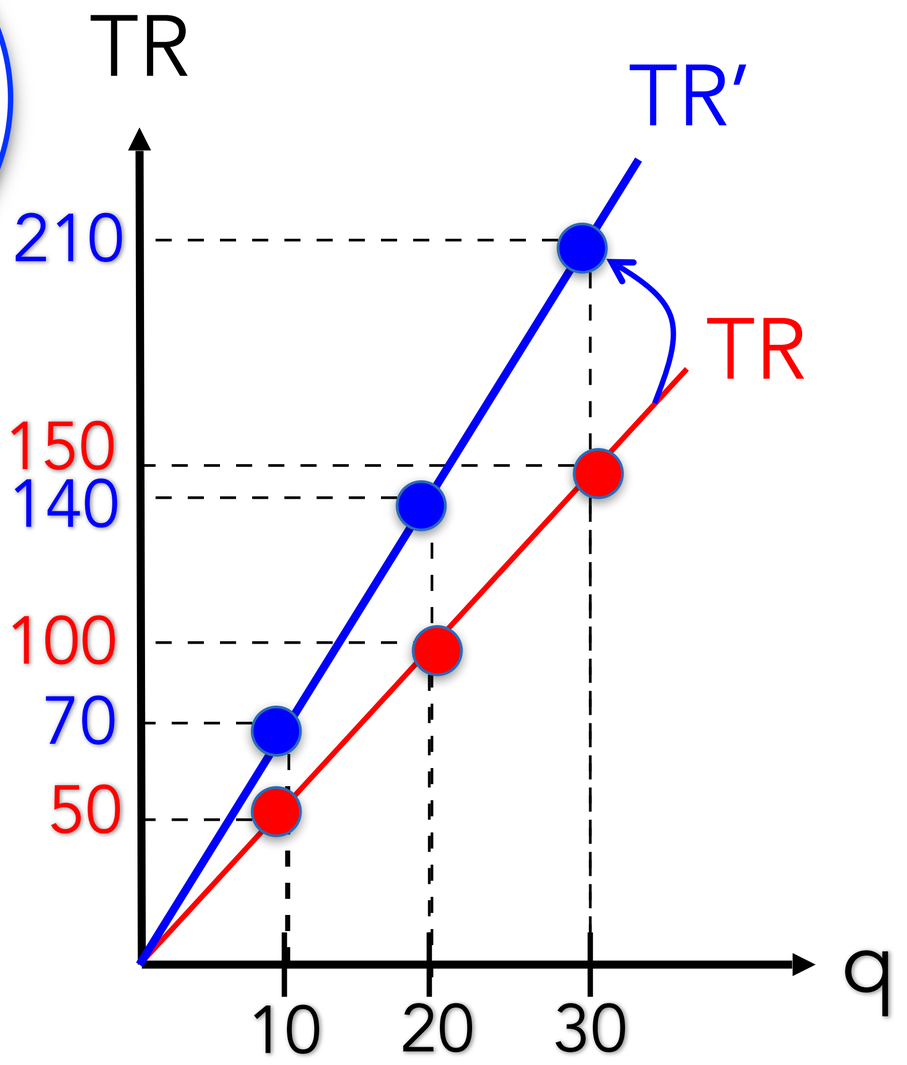
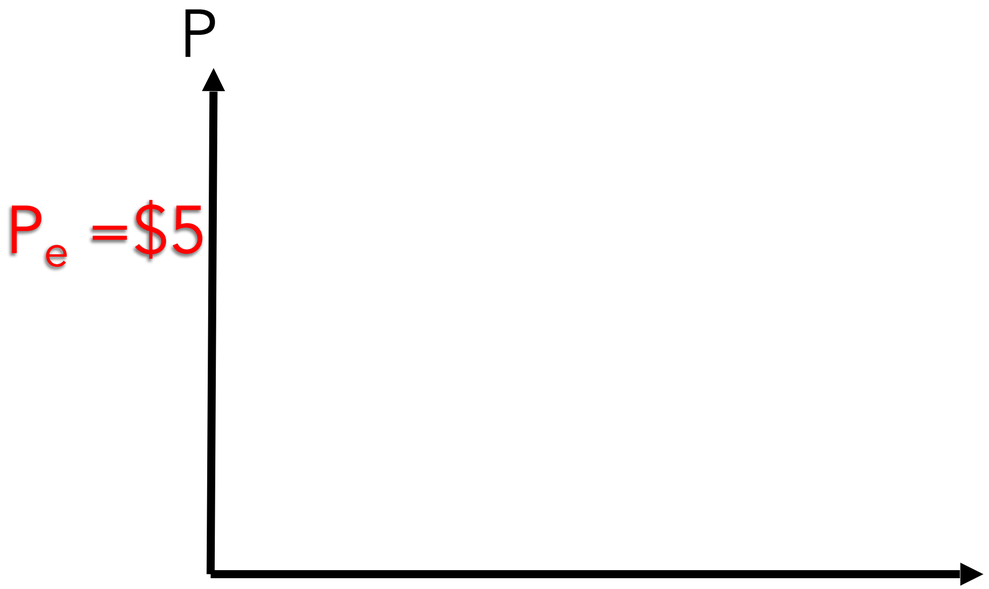
As the price increase, TR becomes steeper





P_e =$5