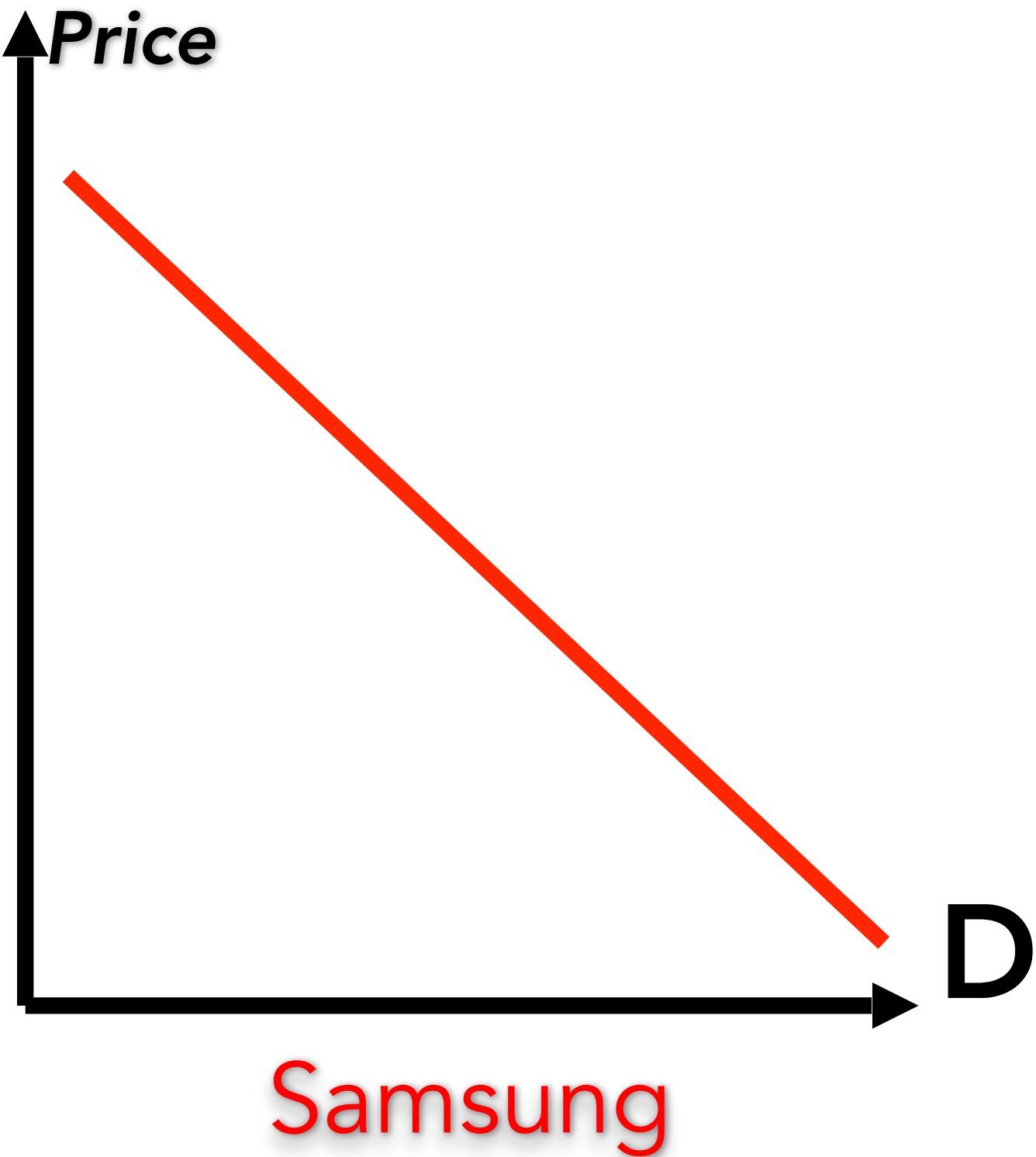
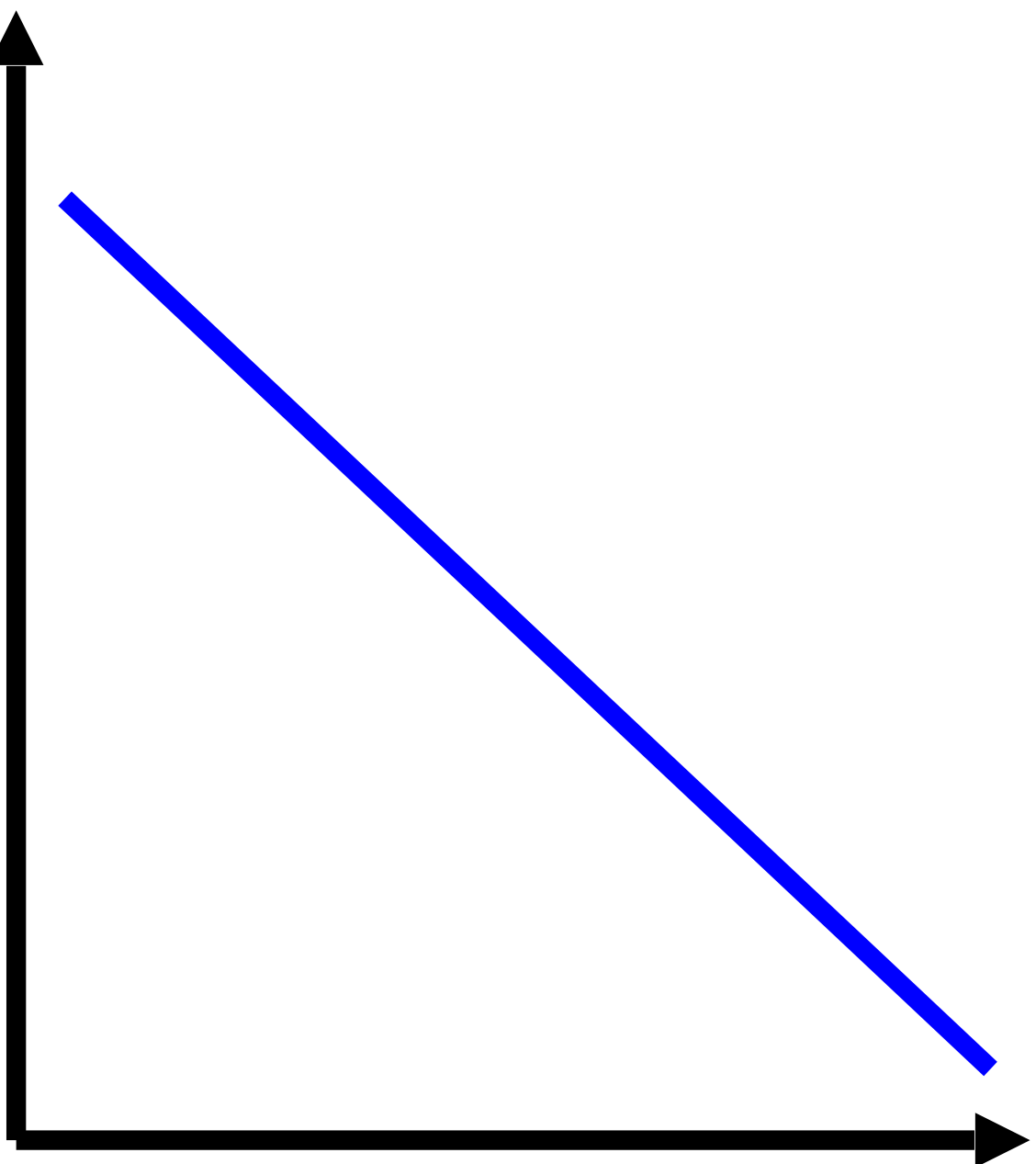


Apple iPhone and Samsung



Price



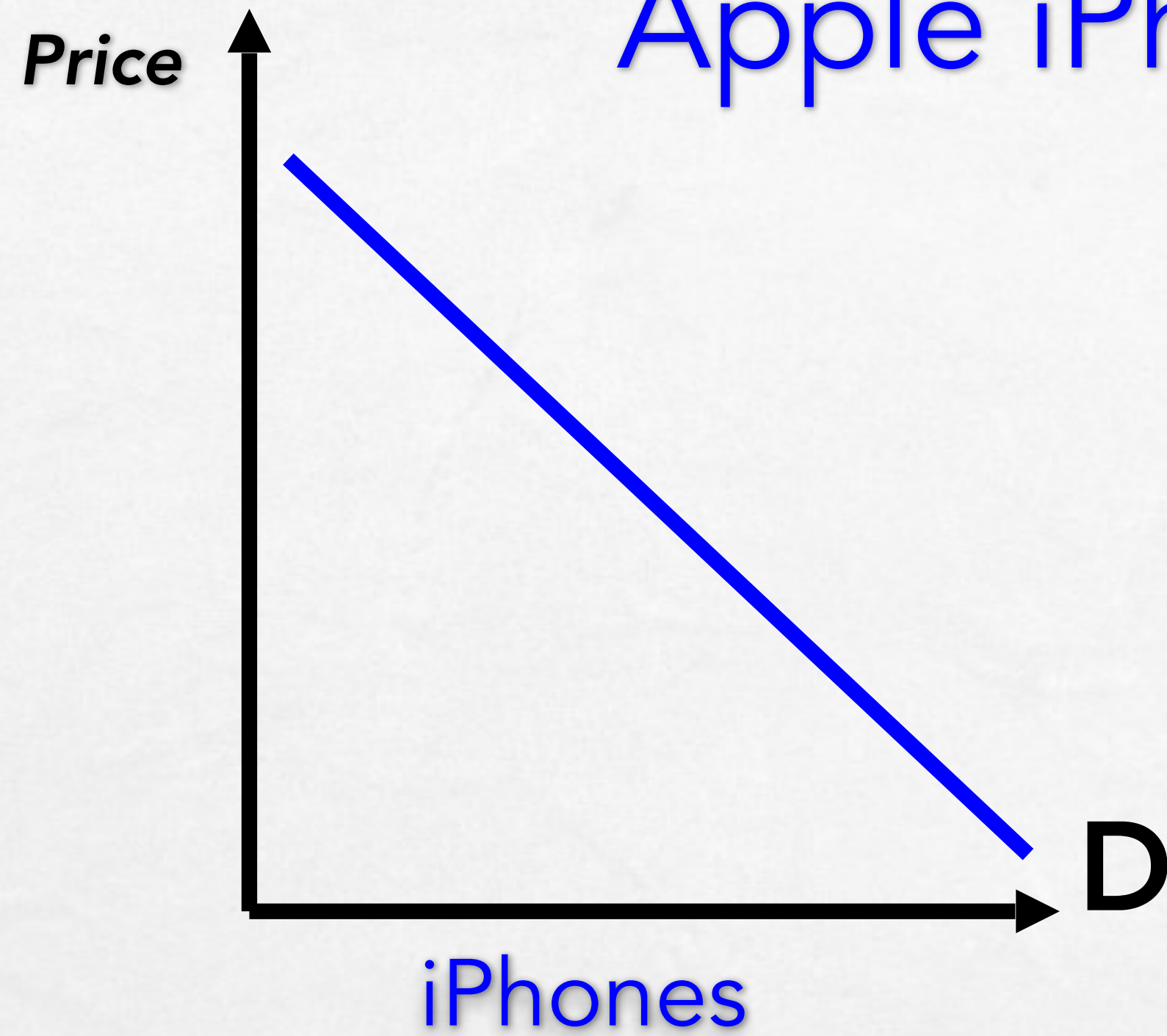
iPhones

What happens to
Demand for
Samsung?

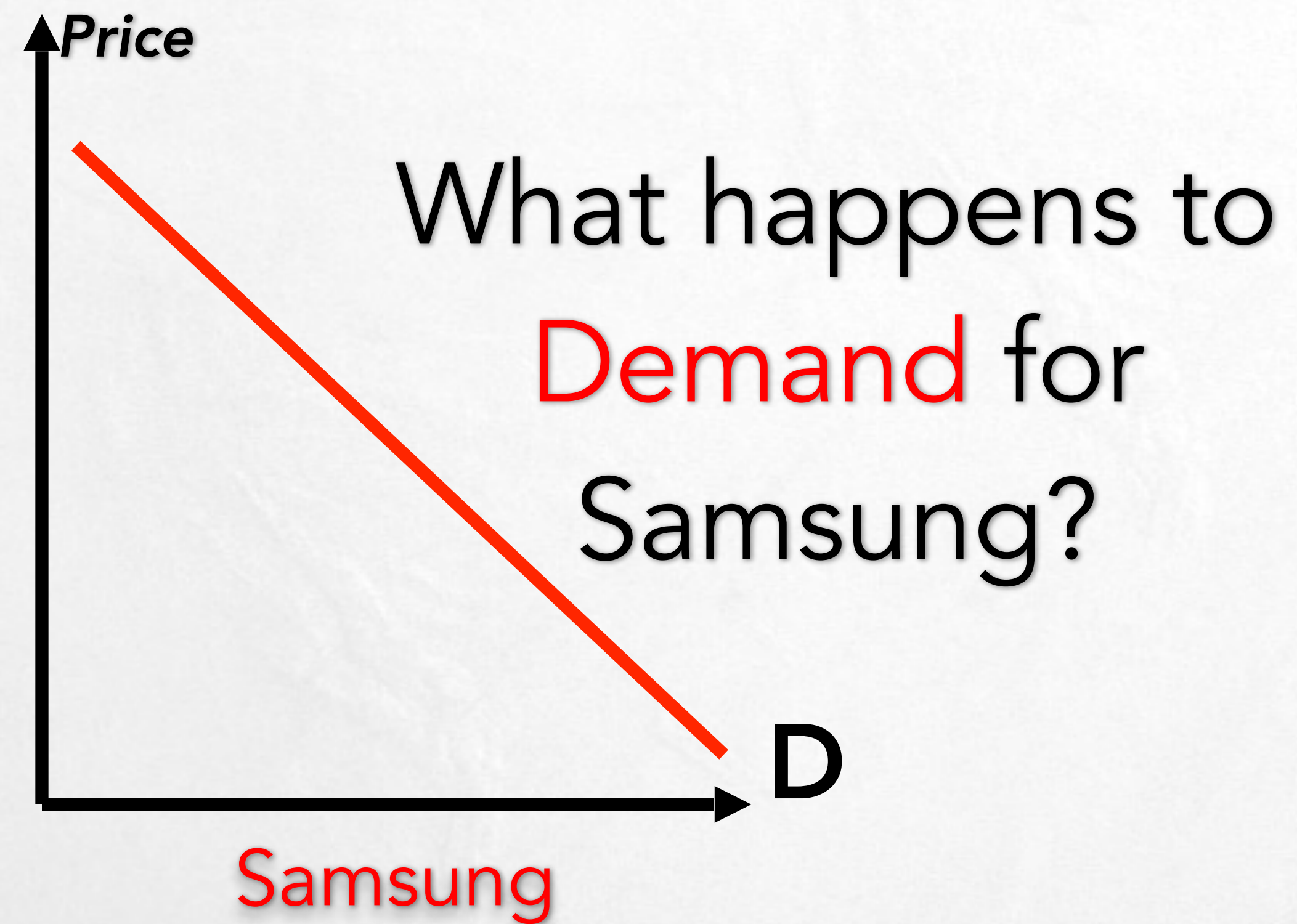
If the price of a Samsung increase

Substitutes

Apple iPhone and Samsung



Substitutes



If the price of a Samsung increase

Price of **Samsung** increase



Quantity demanded