

True Religion jeans were \$350 at Nordstrom and now they are available at Costco for \$19.99!

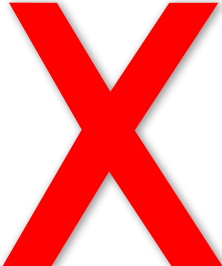
Quantity Demanded **increases**

**We no longer like the Jeans because
they are not expensive**

We can not use the law of demand.
Two variables changed: tastes and
prices



**Ceteris
Paribus**





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**How will buyers react to a decrease
in the price of pork?**