



How long is the  
long run?

How long does  
it take to  
expand  
capacity?



The length of  
the short/long  
run depends on  
what is  
produced...



**Nuclear Power?**





**Coffee and Pastries?**





There is **NO** specific length of  
time to define the long run.

For a coffee shop the long run is  
measured in months

For a nuclear power plant it is  
measured in **years**

The length of the long run is "as  
long as it takes" to change the  
plant size

It takes **years** to  
build a power plant

It takes only **months** to increase  
the size of a coffee shop



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For a coffee shop the long run is measured in **months**  
For a nuclear power plant it is measured in **years**  
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**Coffee and Pastries?**



To produce output (coffee) , a farmer  
adds inputs to a farm

