

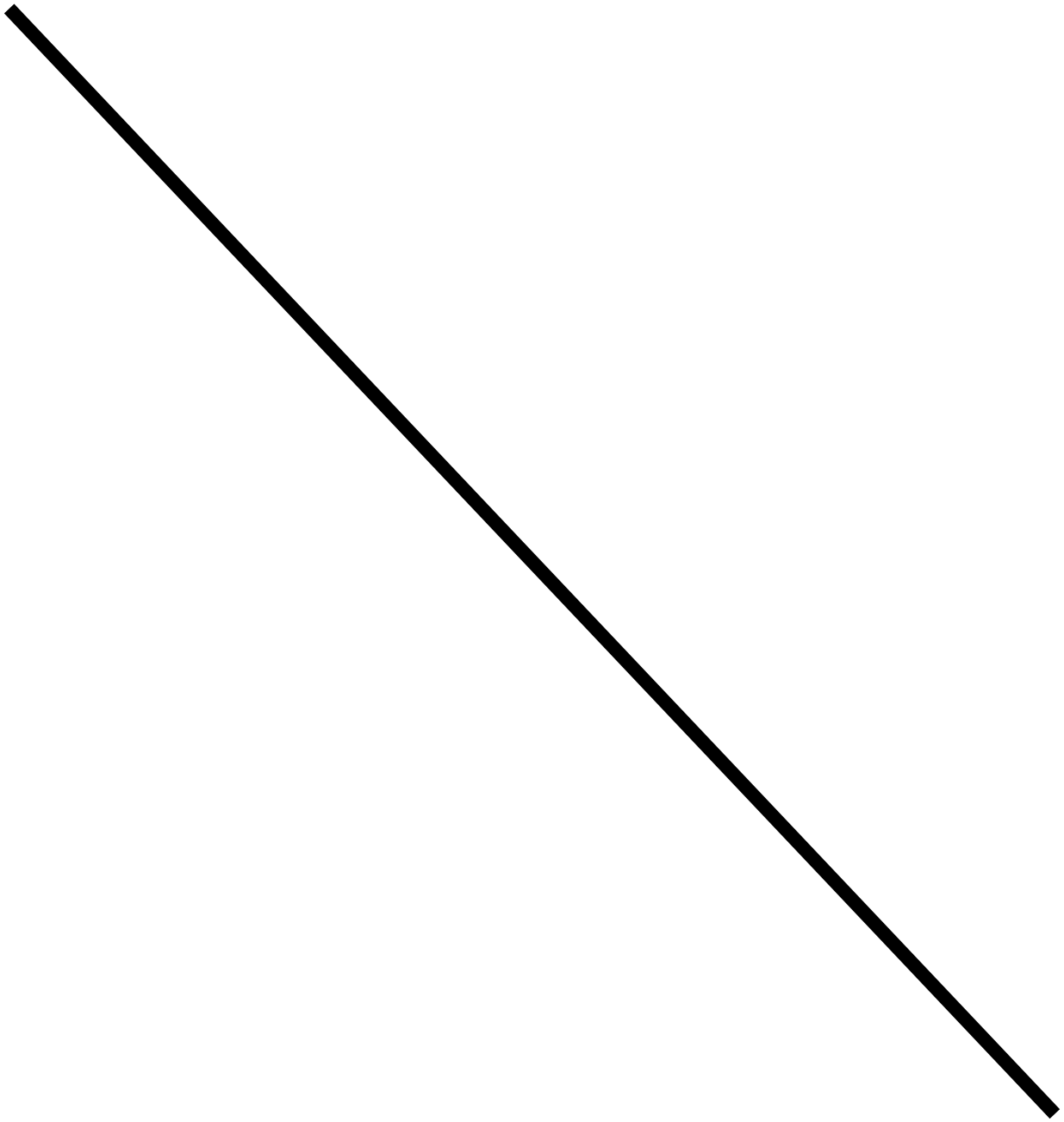


Complement Goods

Goods which are used together

When one becomes  
more expensive

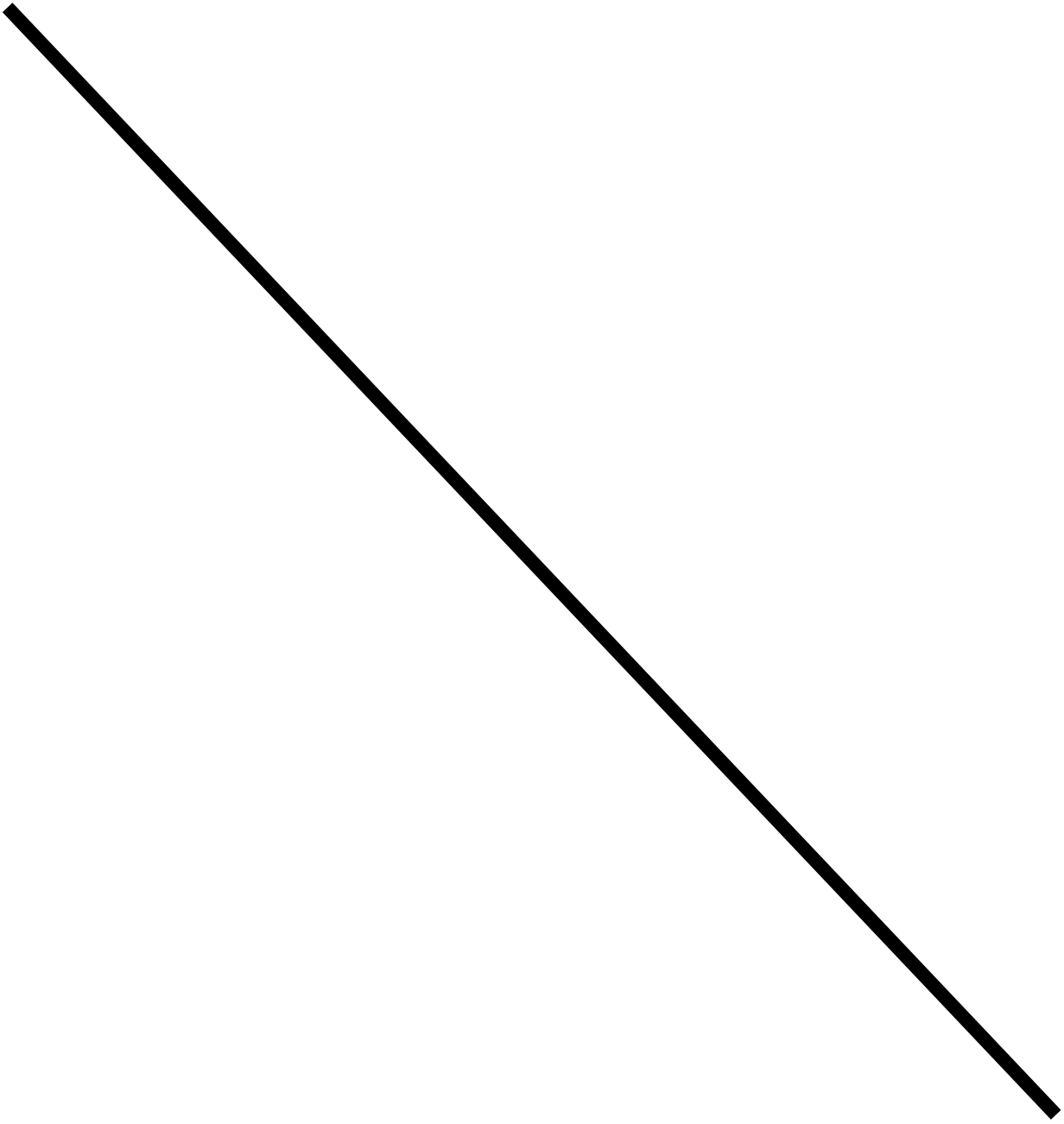
Purchases of both goods  
drop





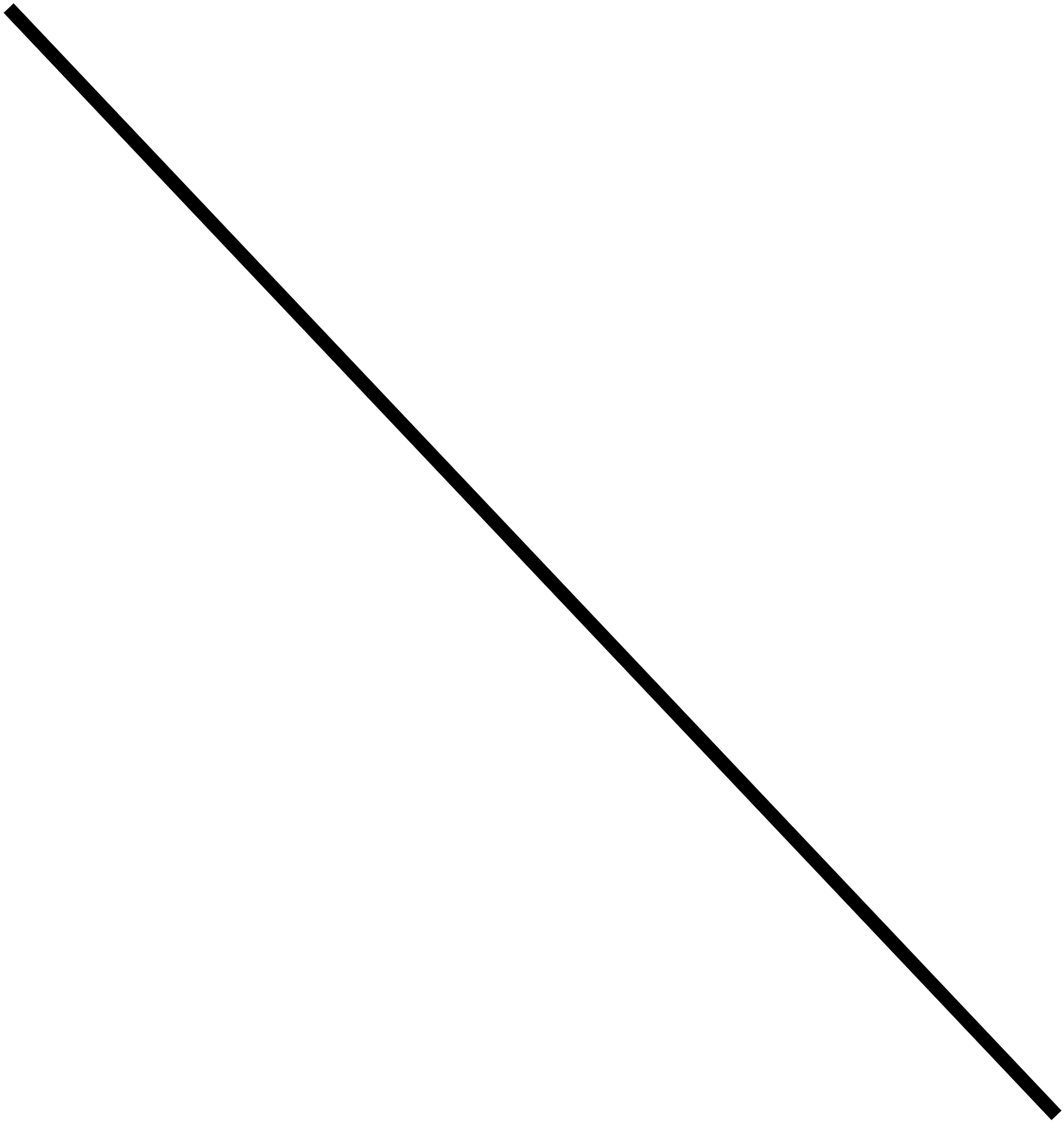


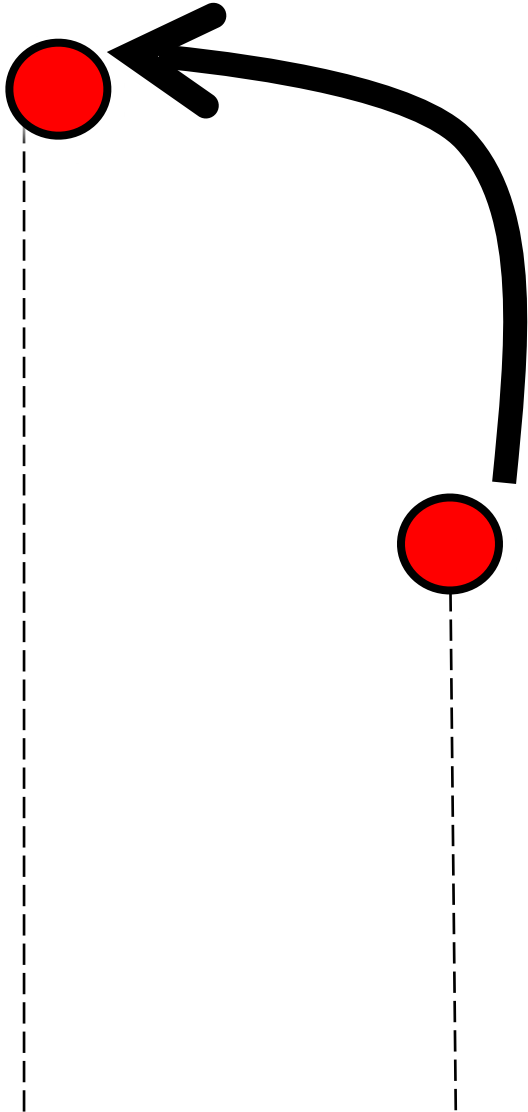




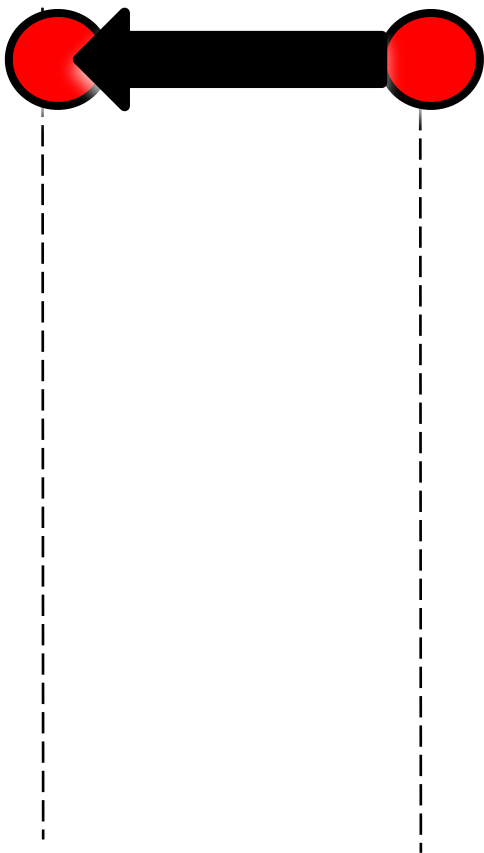








**Buy less**



**Buy less**

Quantity Demanded Drops

Demand Drops



Computers

Software







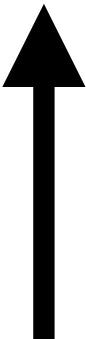
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

$P_1$



$P_0$





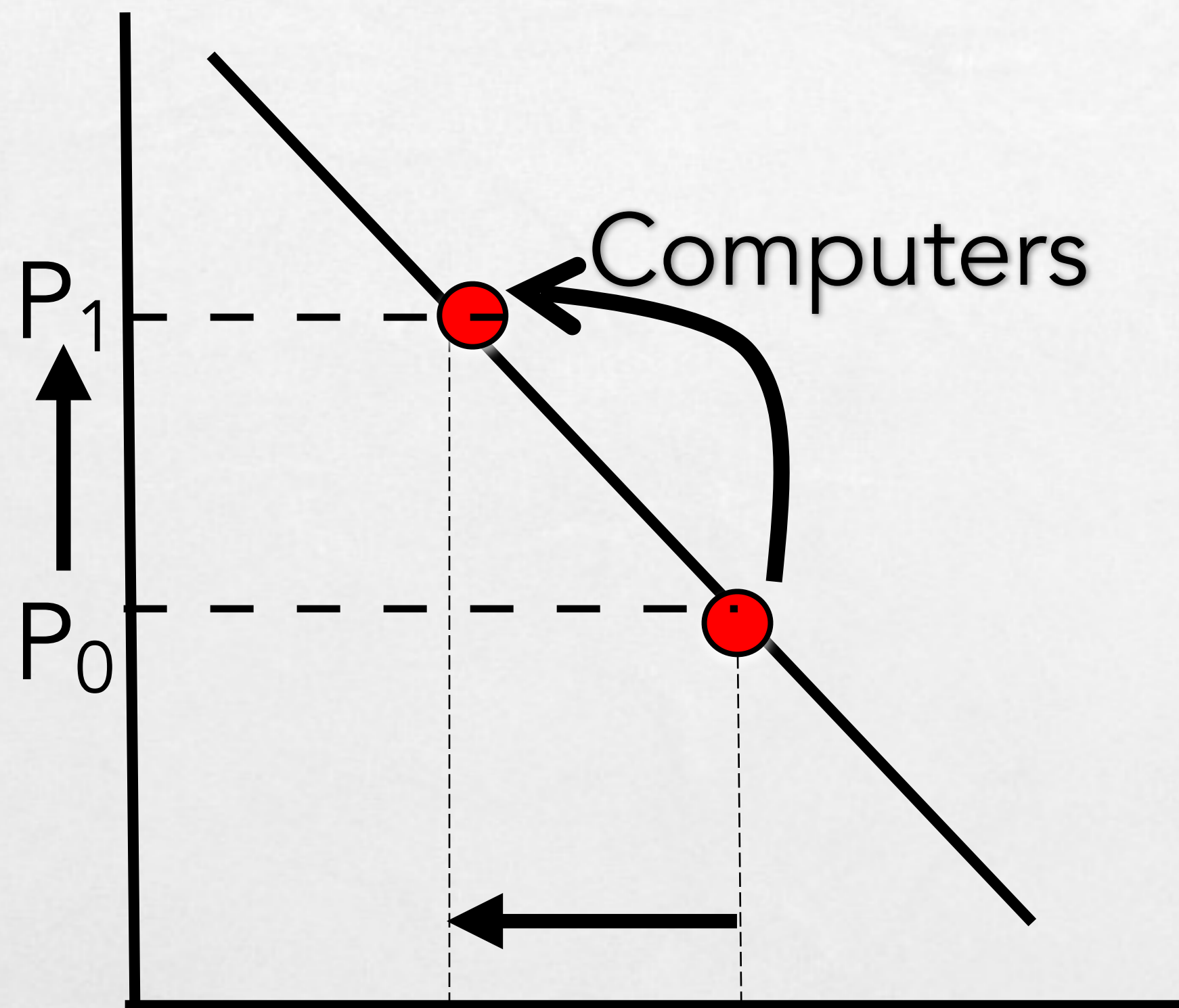


# Complement Goods

Goods which are used together

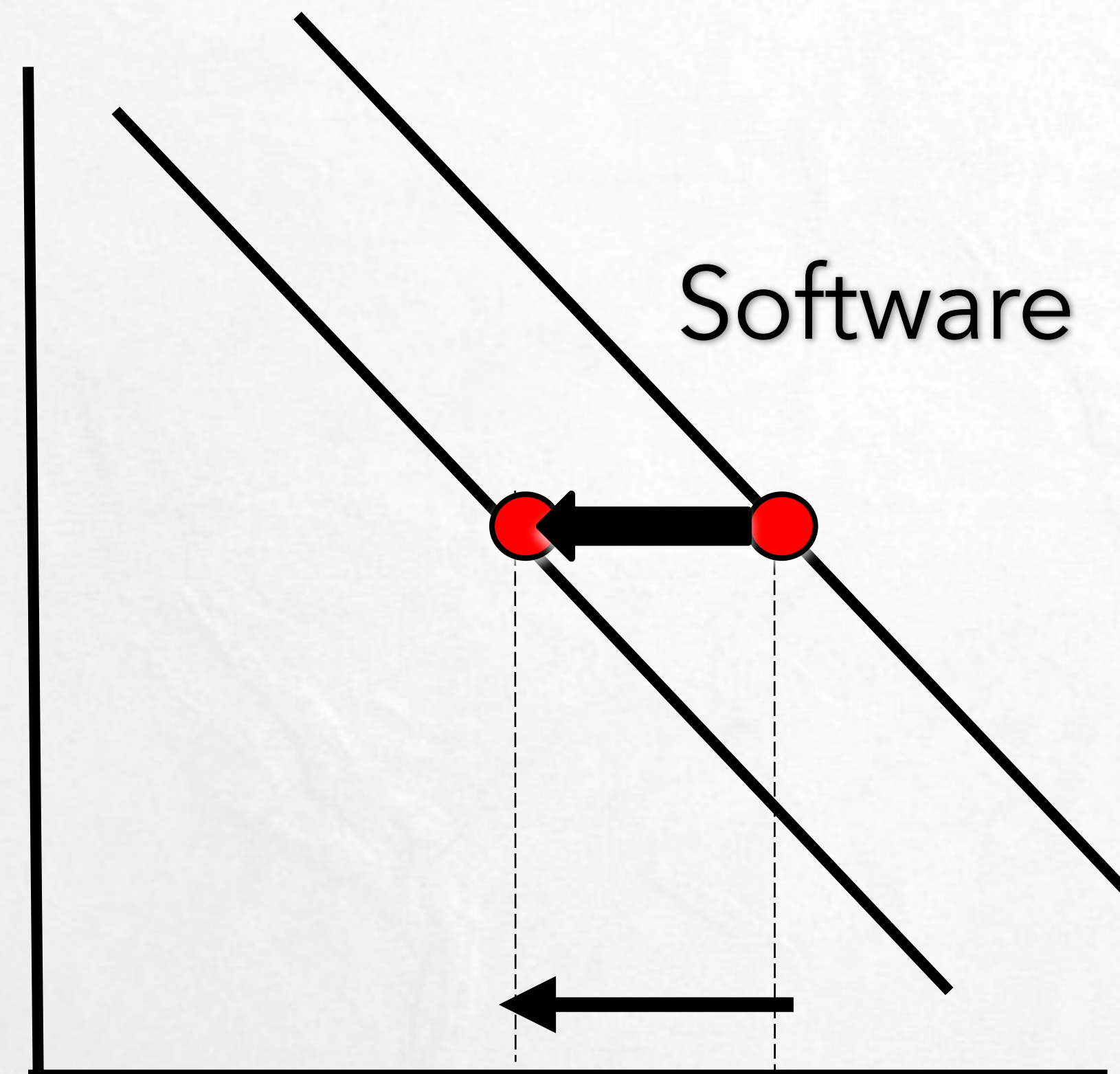
Purchases of both goods drop

When one becomes more expensive



~~Buy less~~

Quantity Demanded Drops



~~Buy less~~

Demand Drops

# Substitute Goods

Heartz  
Uber