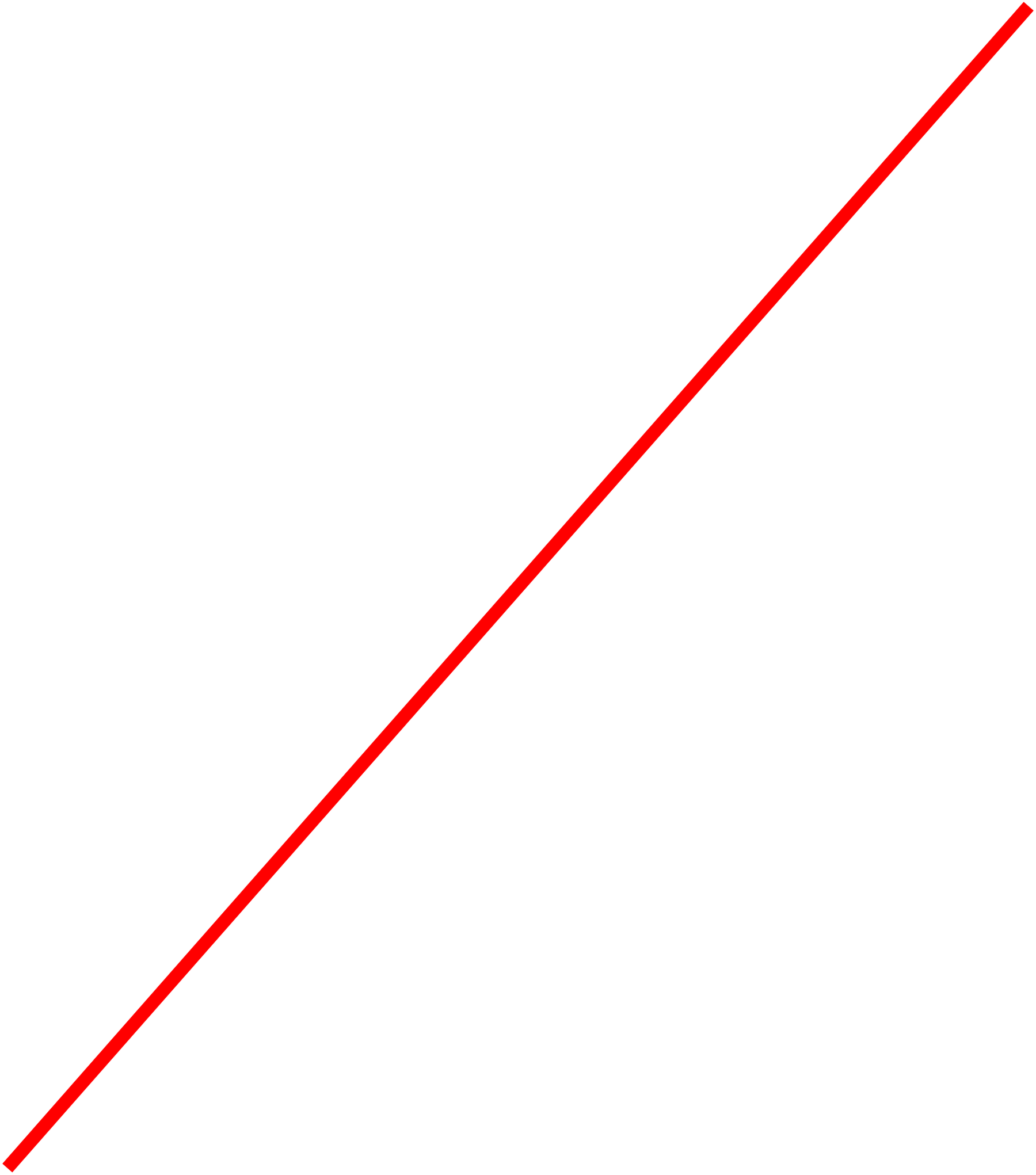
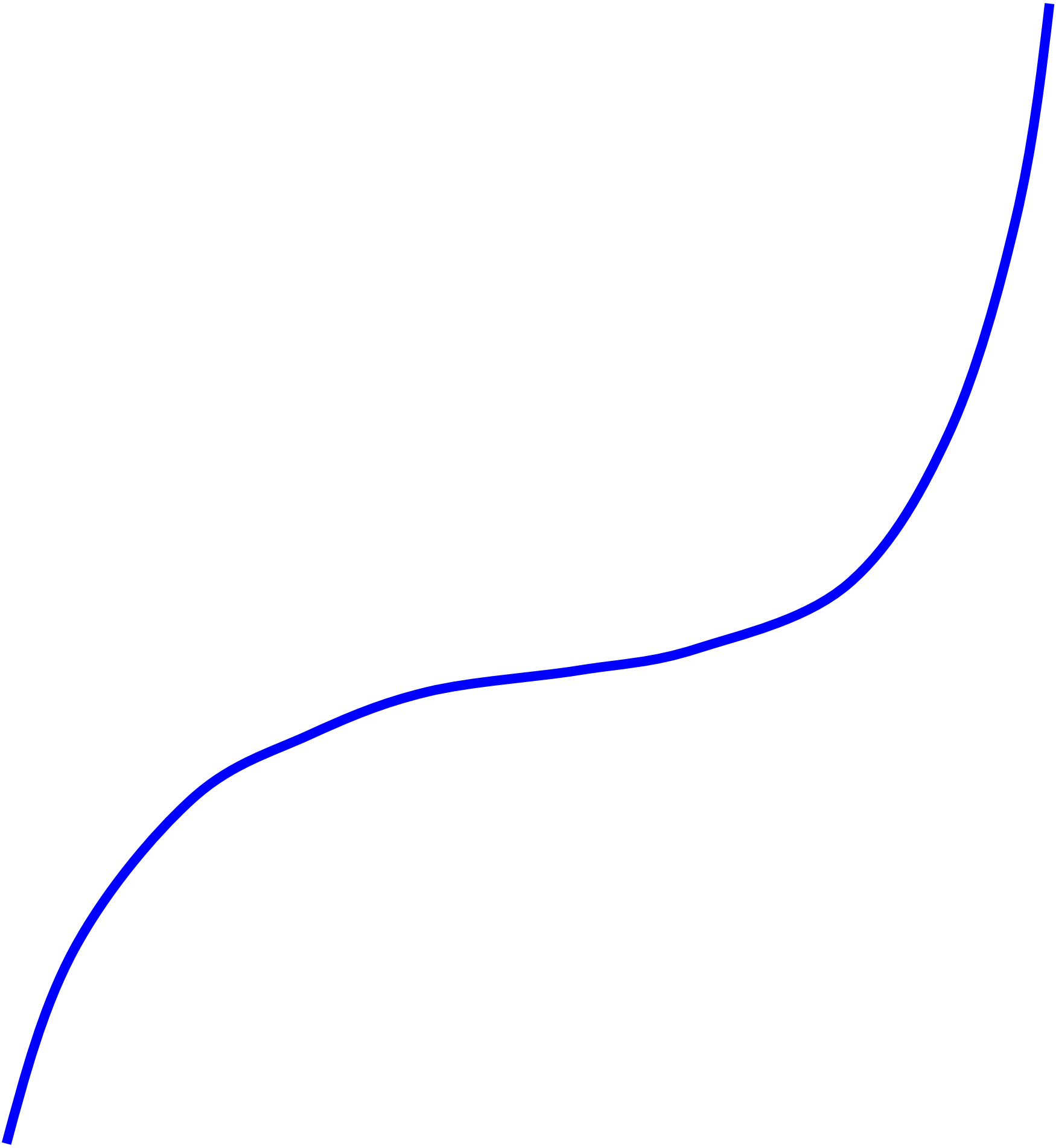
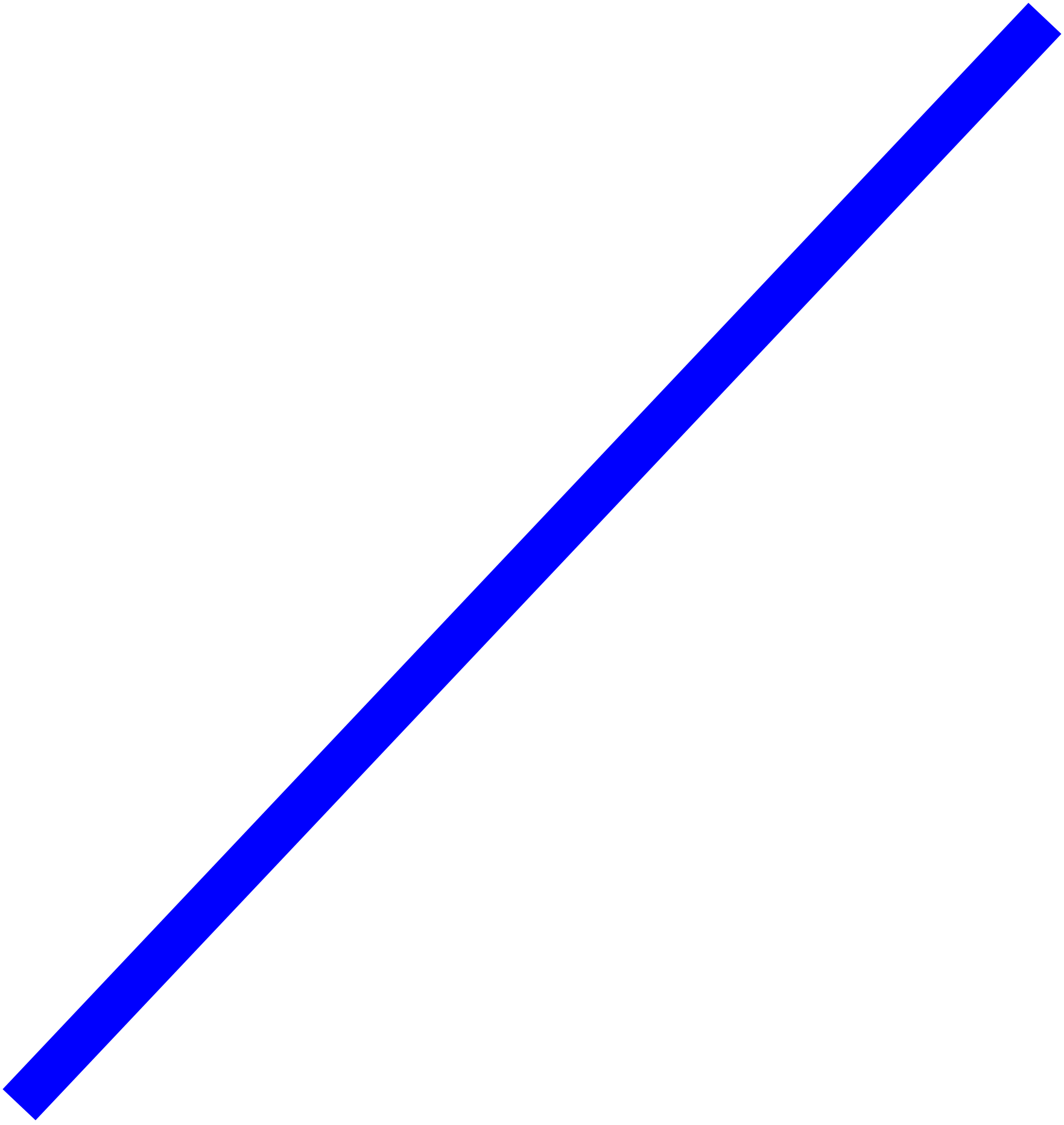
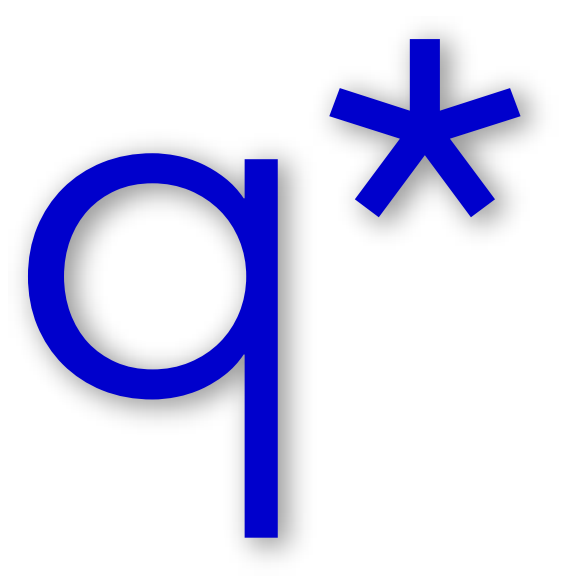
23



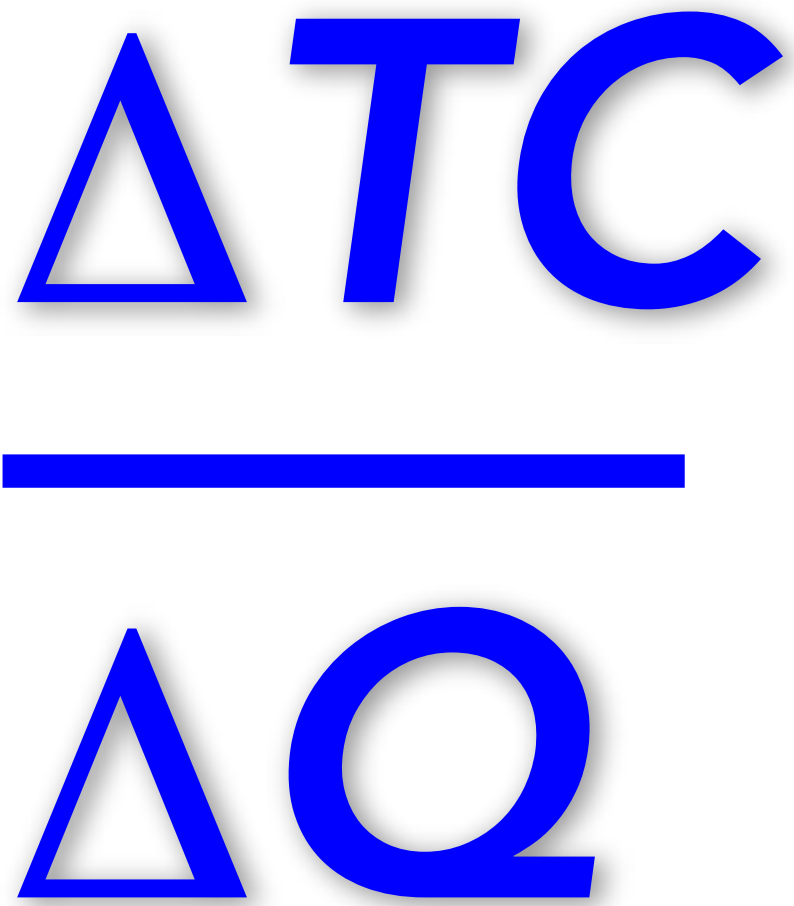




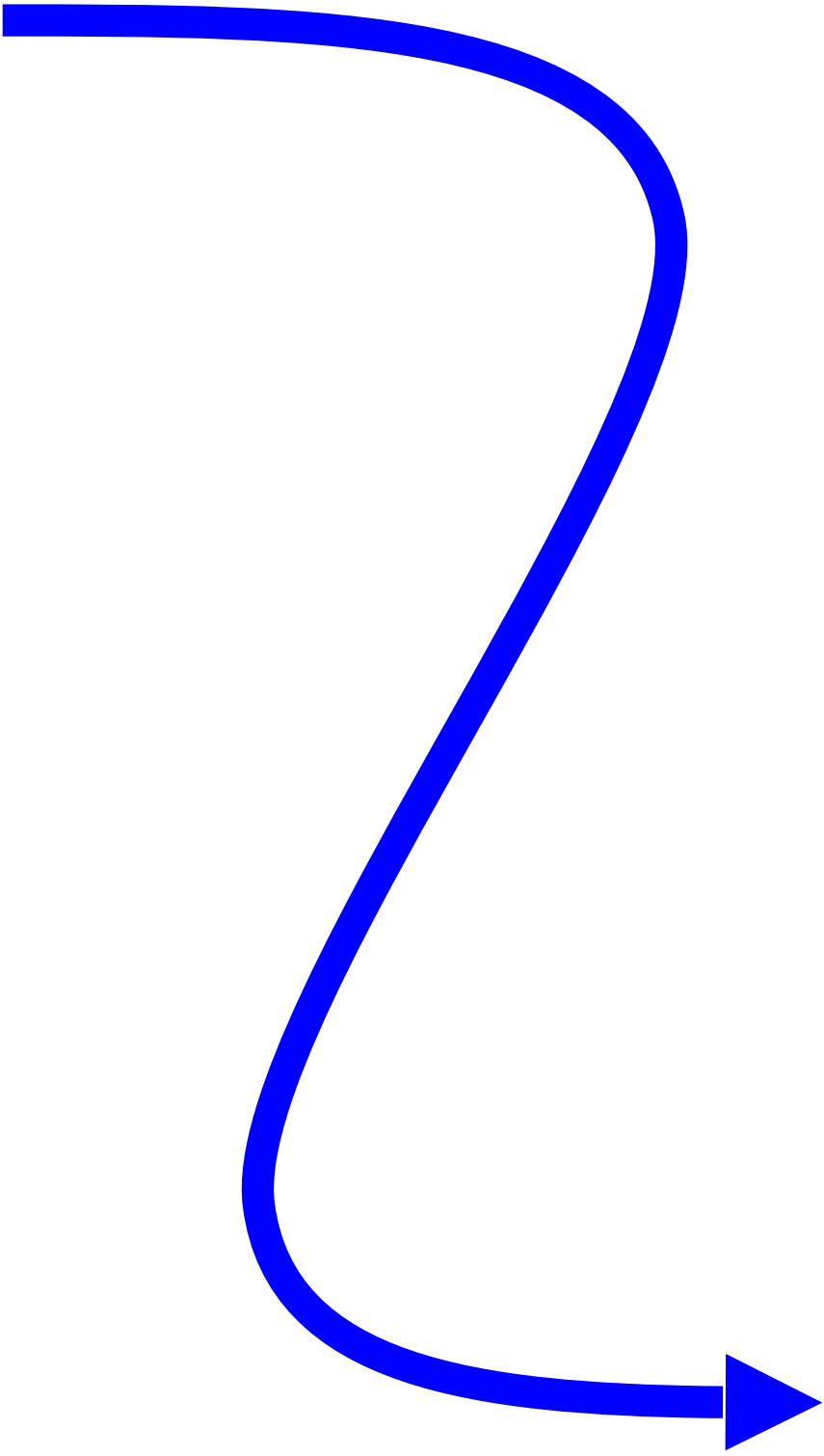
Slope of TC = Slope of TR


q*

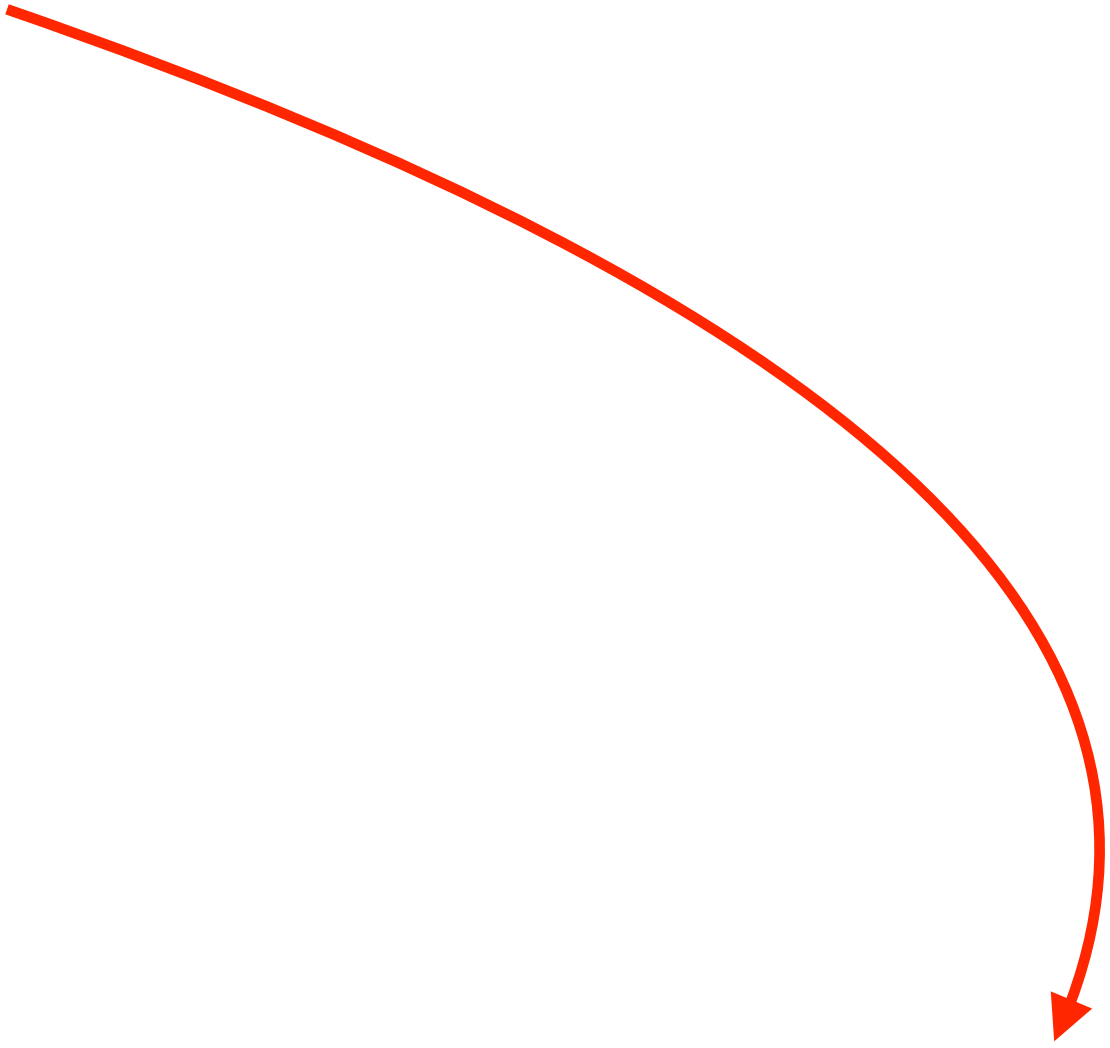
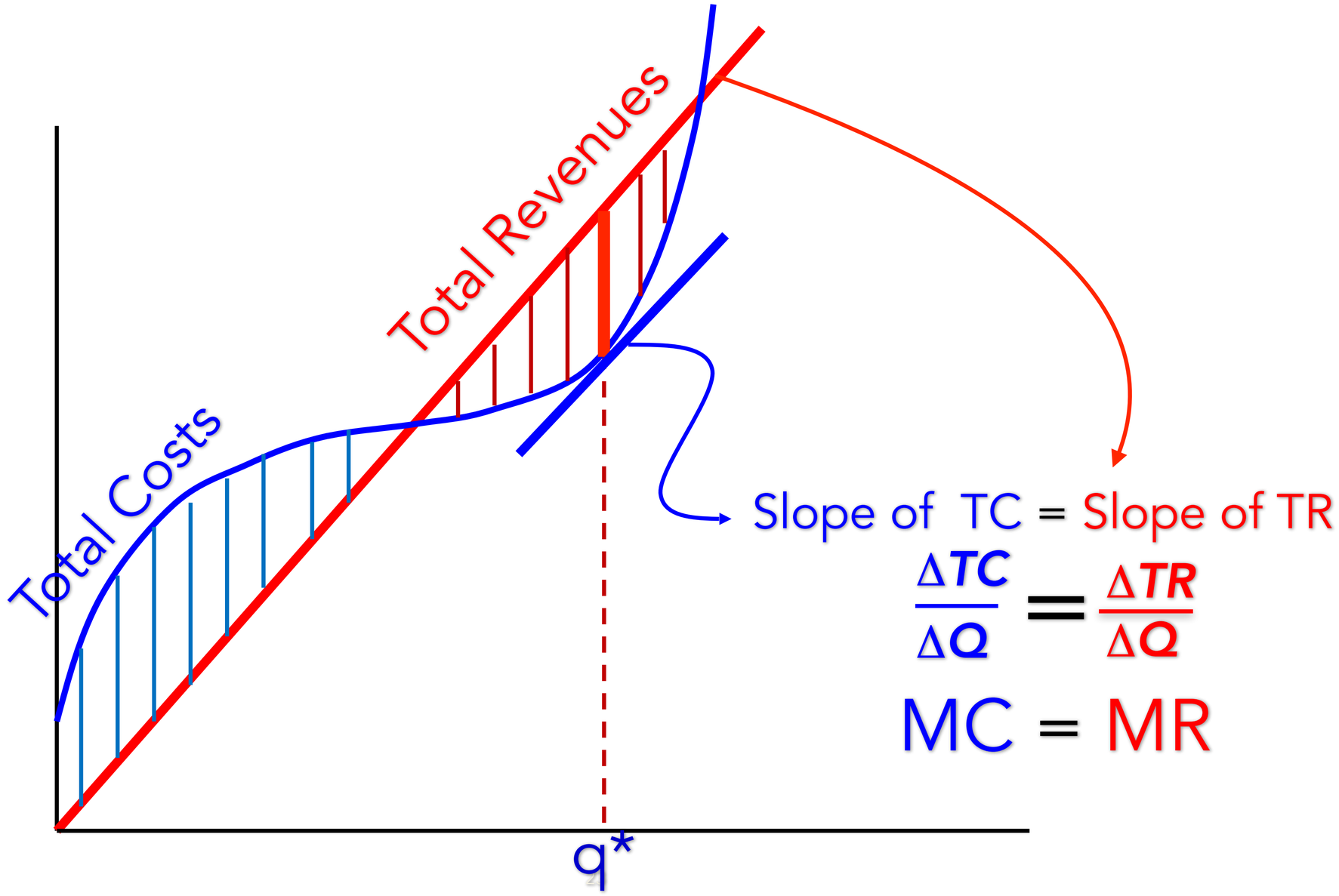
MC = MR



ΔTR
ΔQ



Maximum Profit: Largest Distance between TR and TC



Maximum Profit: Largest Distance between TR and TC