

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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Coffee and Pastries?

