









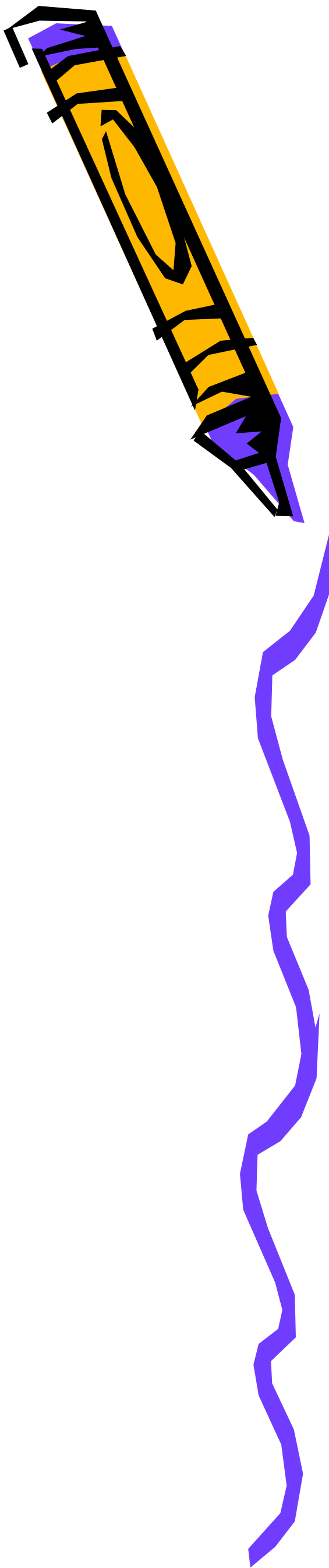
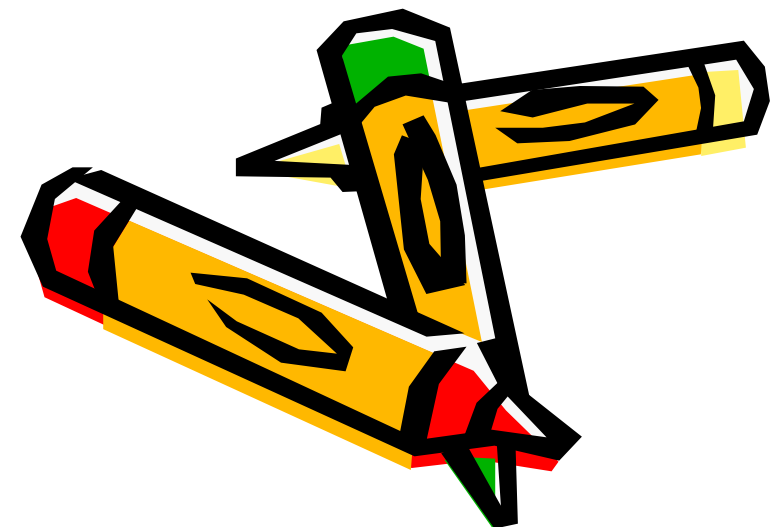


What makes consumers more or less
reactive to prices?

What Determines the
Elasticity?

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1.The number of Substitutes available

