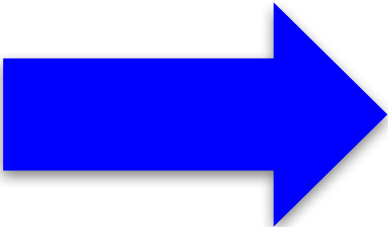




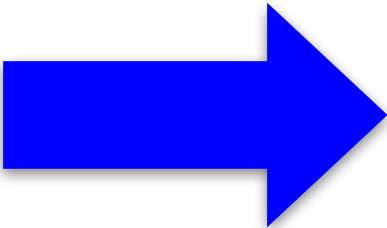
For Equilibrium in the Industry in the Long Run

1. Firms must be  
maximizing  
Profits



P = MR = MC

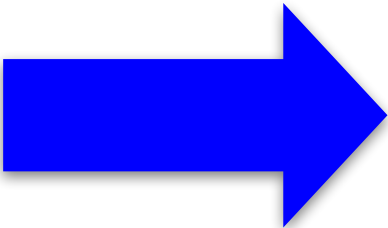
2. Firms must be  
Minimizing  
Long Run Costs



$$\text{Min SRATC} = \text{Min LRATC}$$



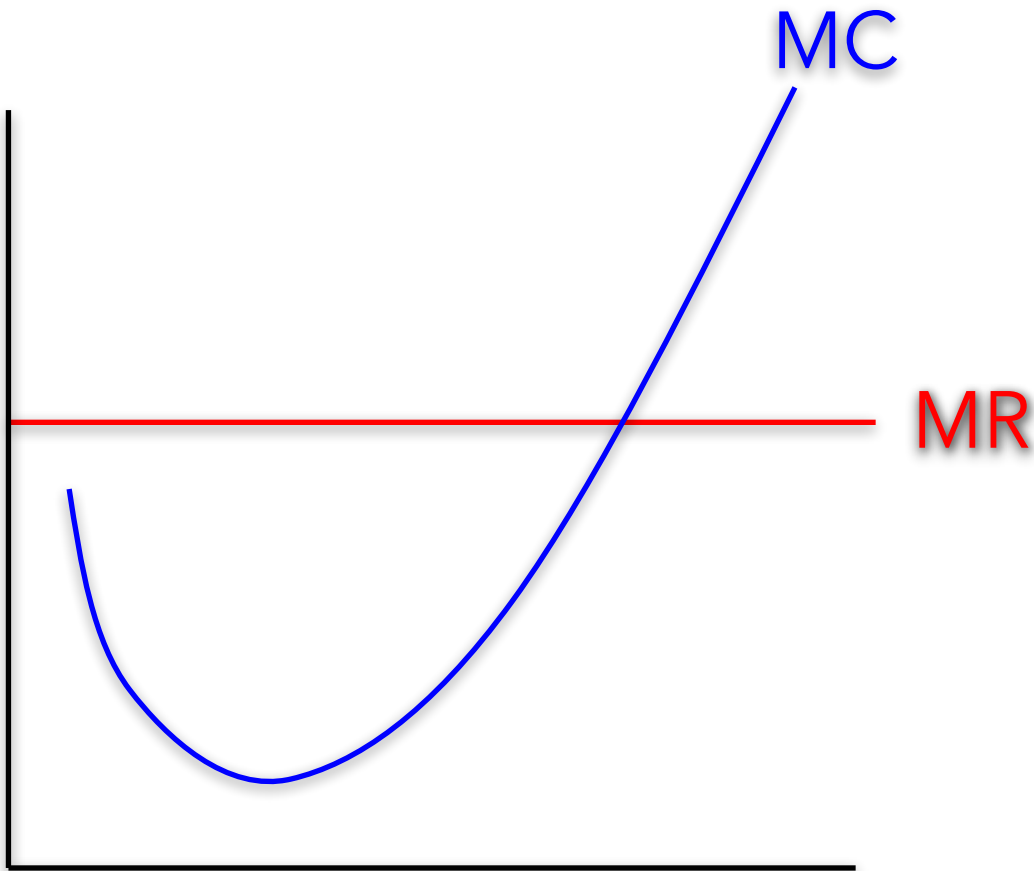
3. Firms must be  
earning Zero  
Economic Profit



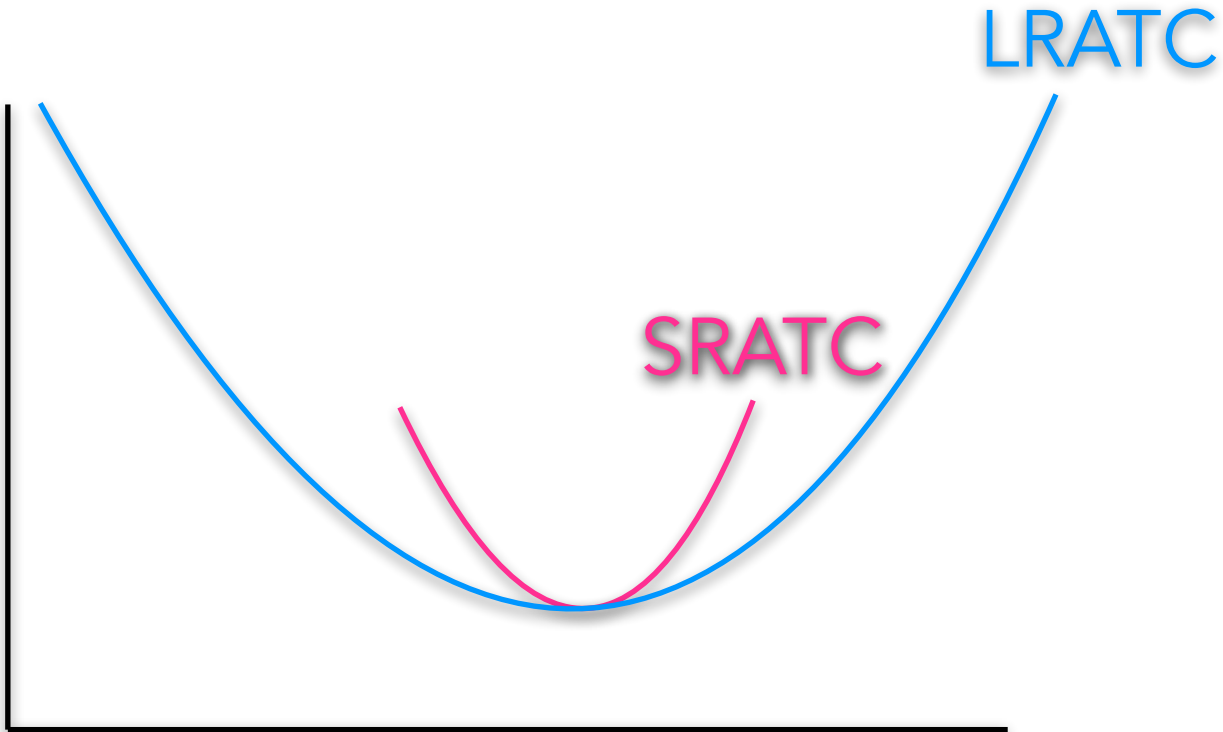
P

=

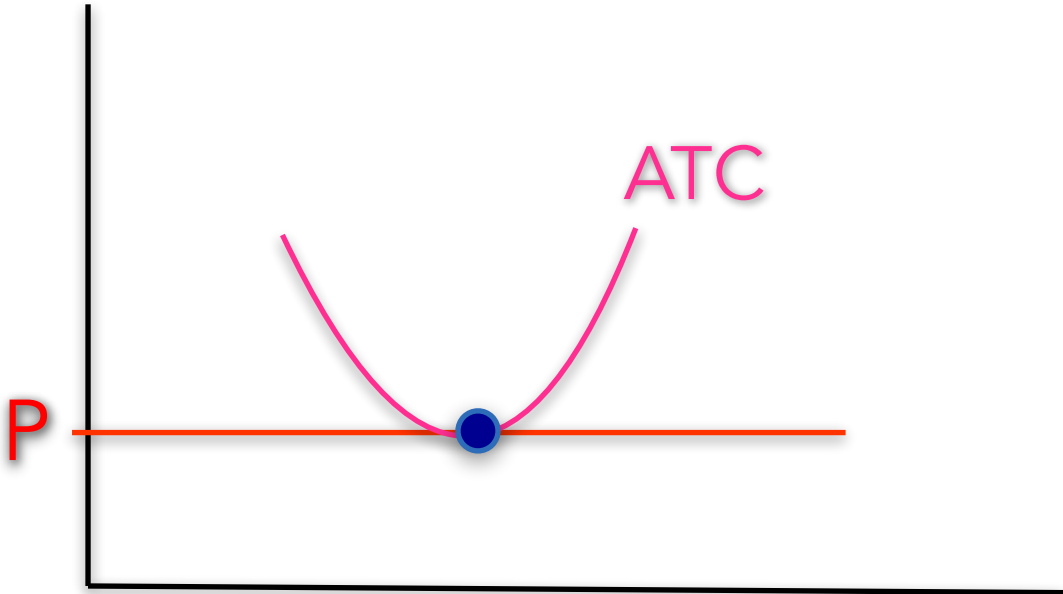
ATC







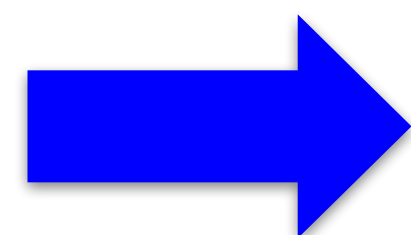




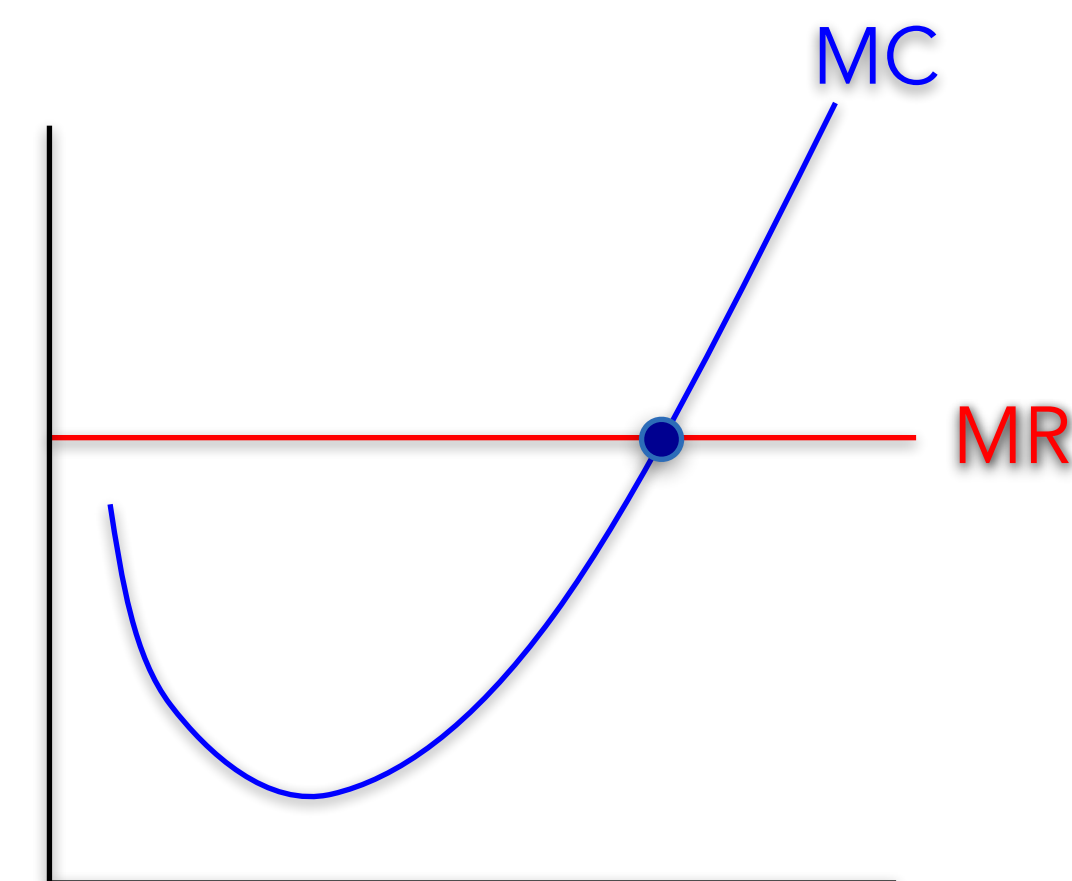


## For Equilibrium in the Industry in the Long Run

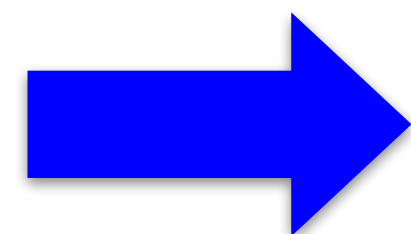
1. Firms must be maximizing Profits



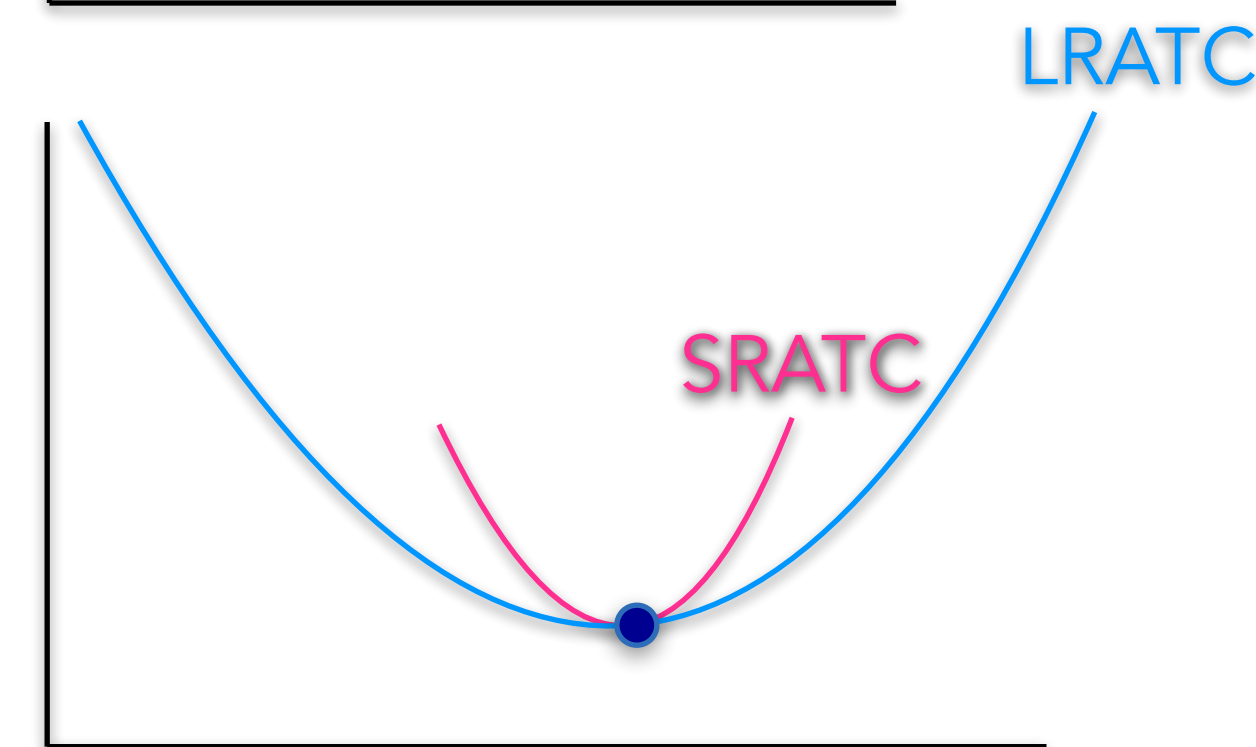
$$P = MR = MC$$



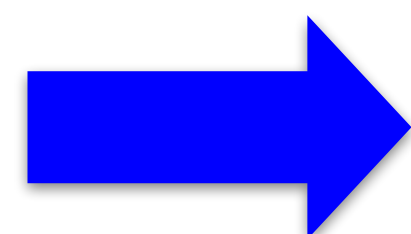
2. Firms must be Minimizing Long Run Costs



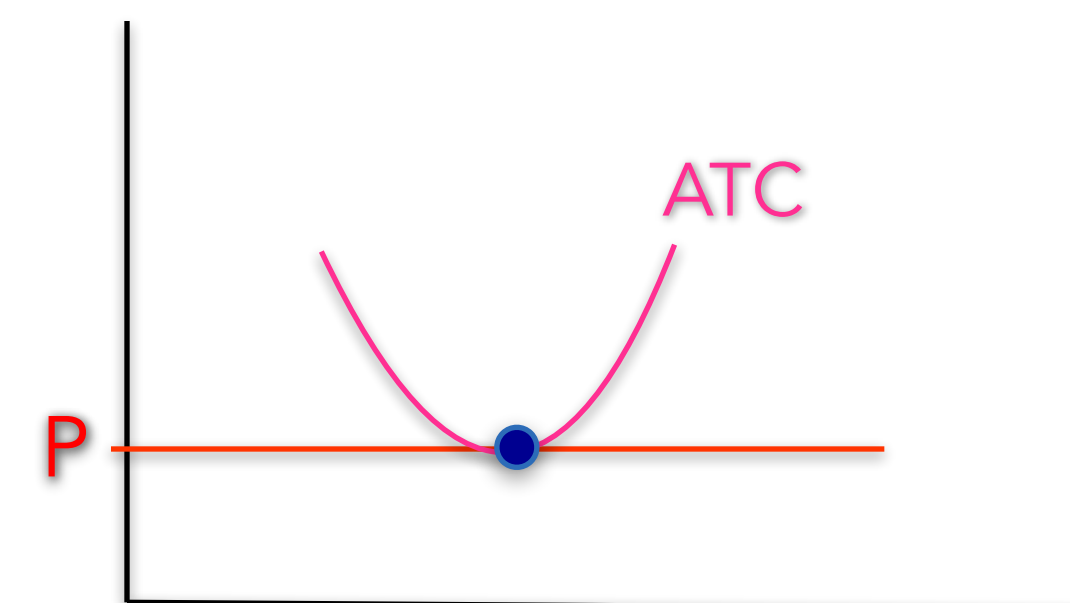
$$\text{Min SRATC} = \text{Min LRATC}$$



3. Firms must be earning Zero Economic Profit



$$P = ATC$$



Long Run **Equilibrium** Condition: In **equation** form