

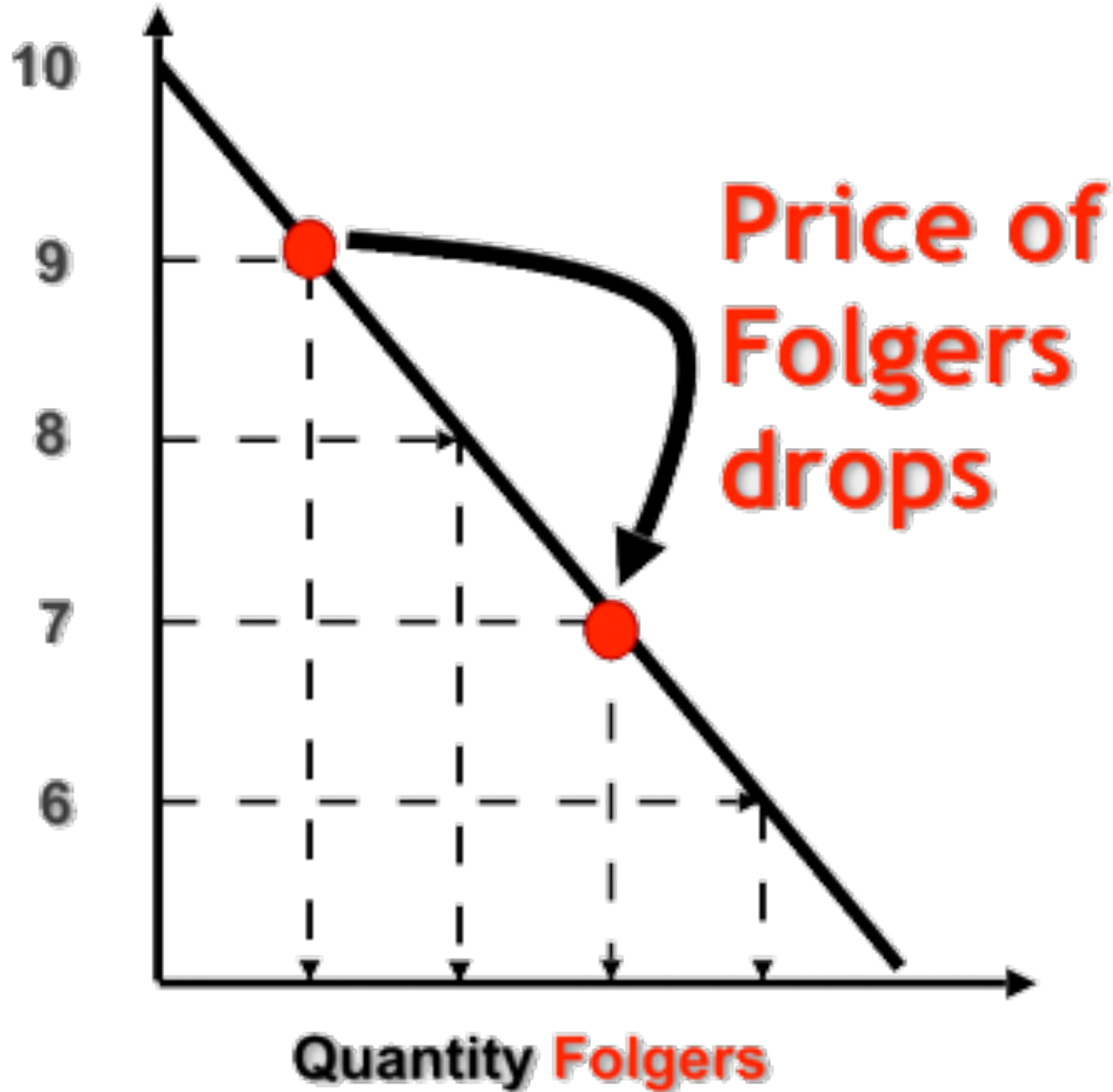


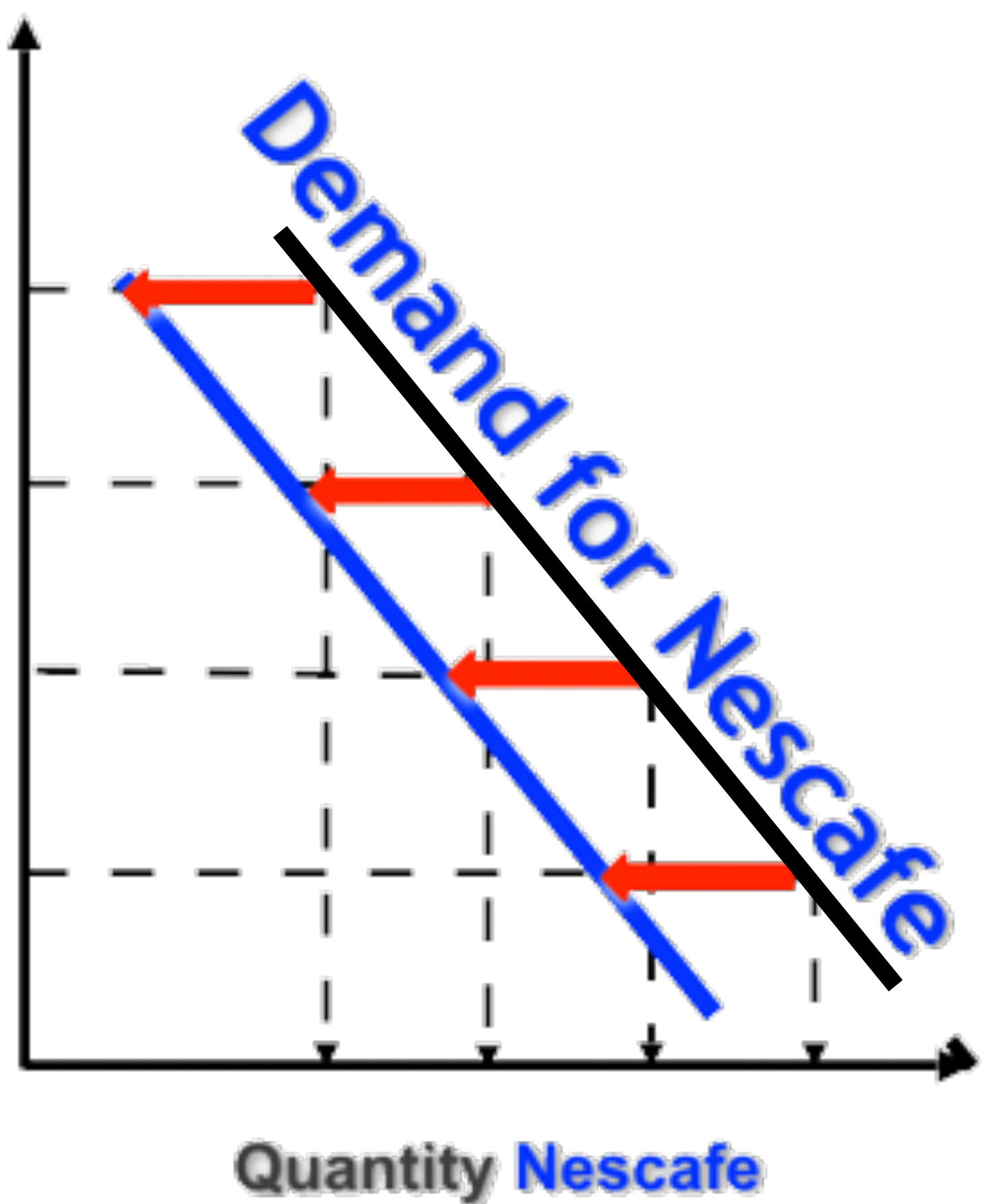
Can be used as replacements  
for one another

Demand for the  
other drops

When one  
becomes cheaper

Substitute Goods

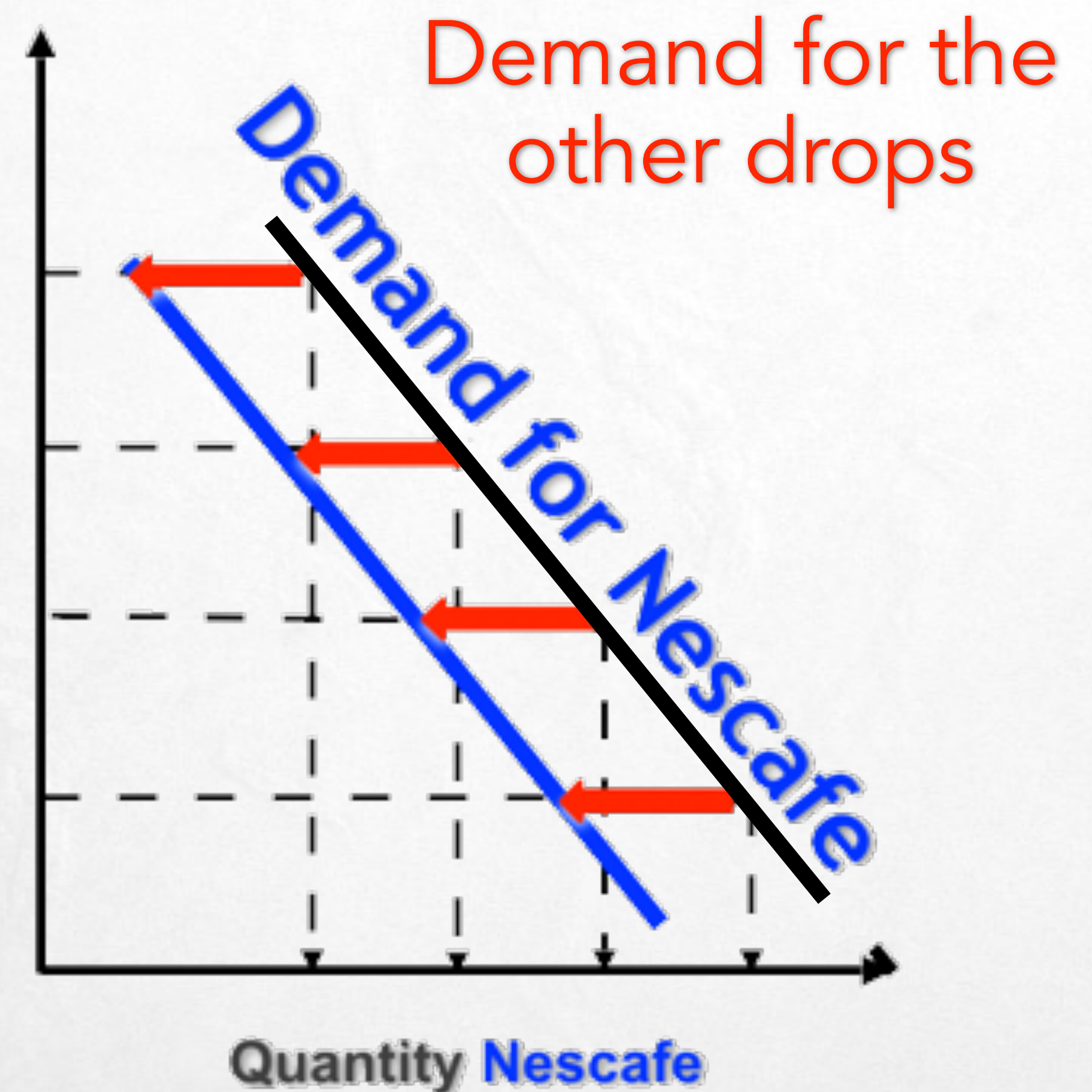
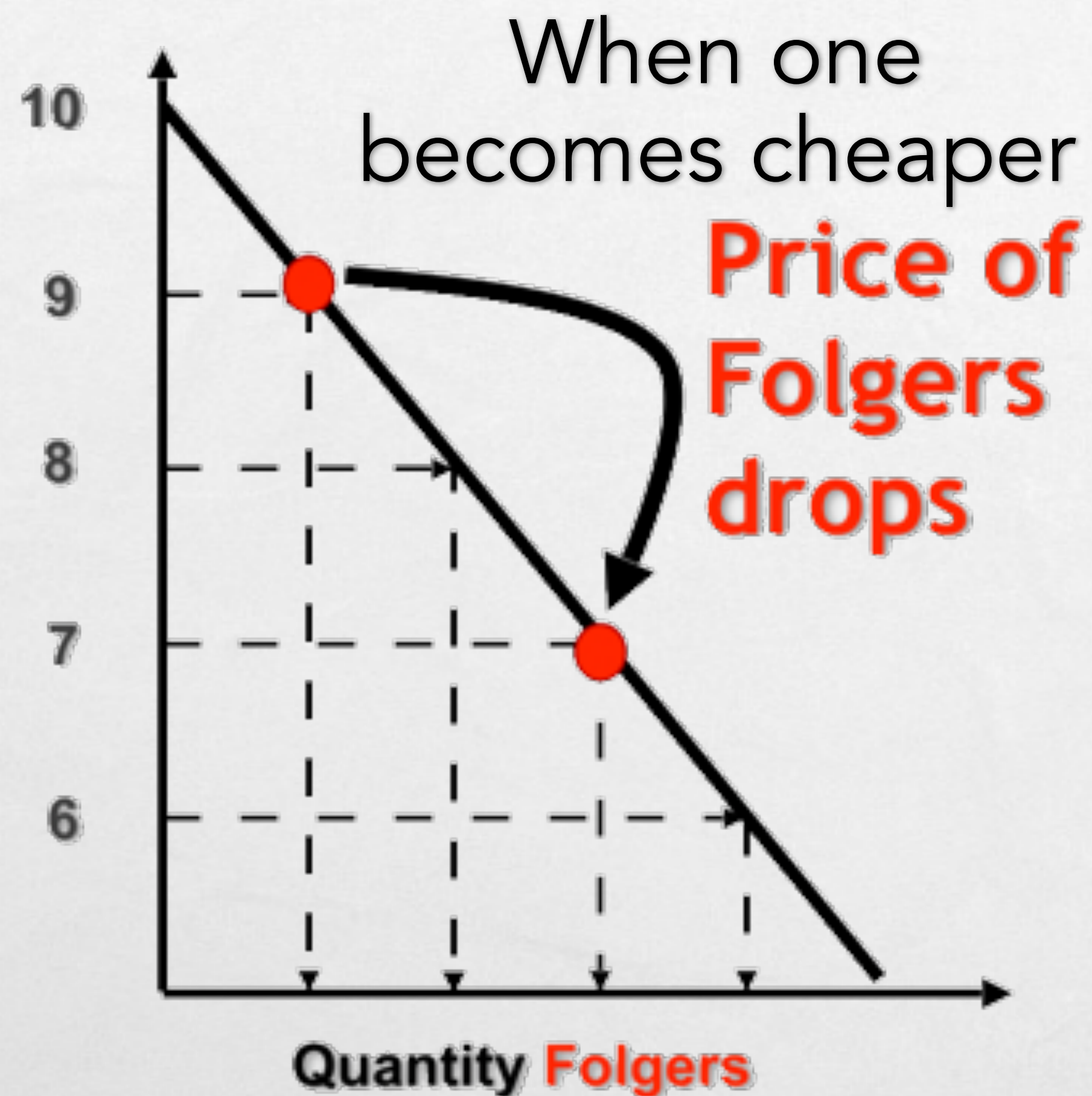






# Substitute Goods

Can be used as replacements  
for one another





# Apple iPhone and Samsung

