

TR







TR

10

50

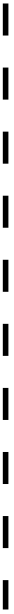




20

100



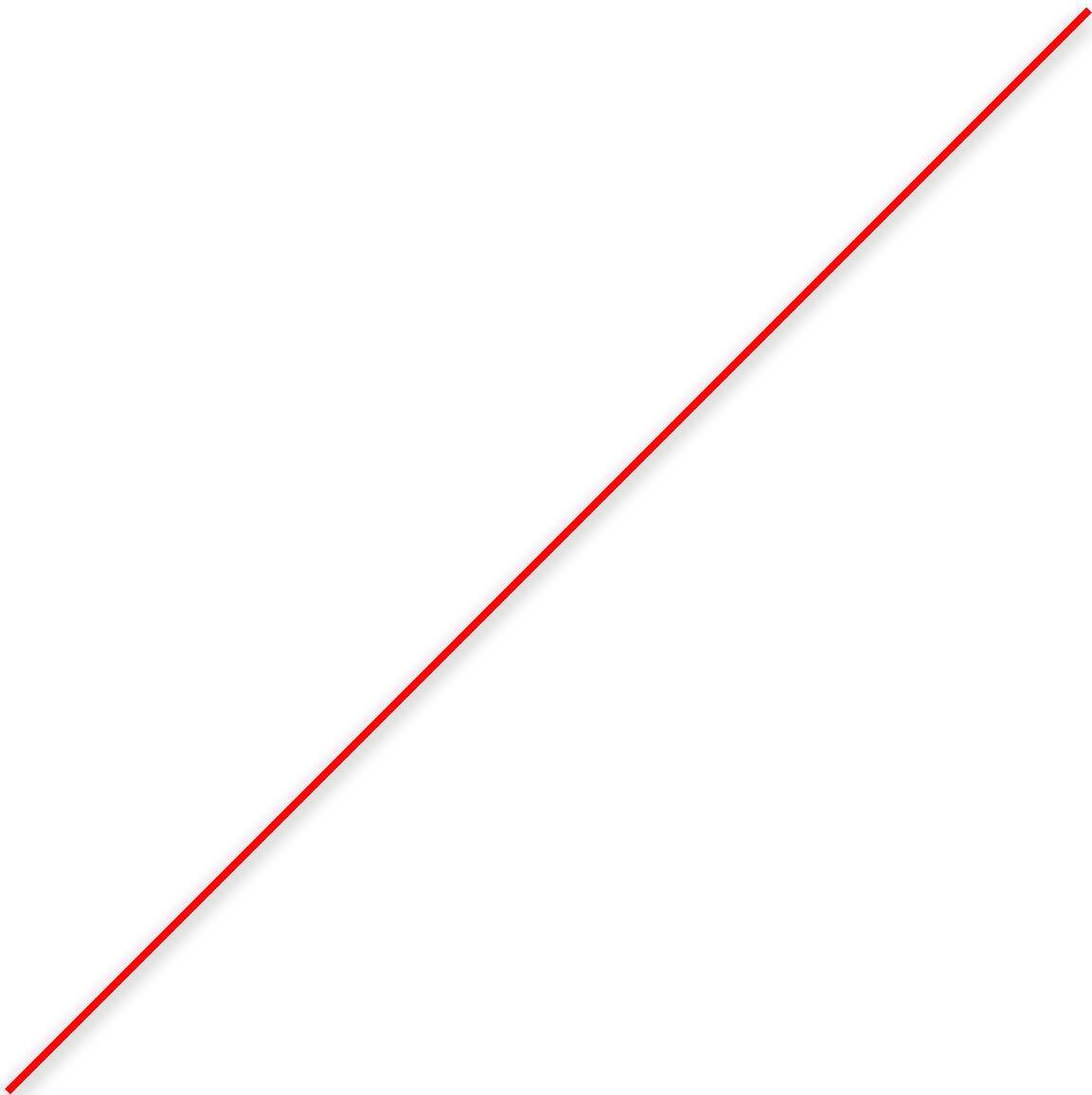


30

150



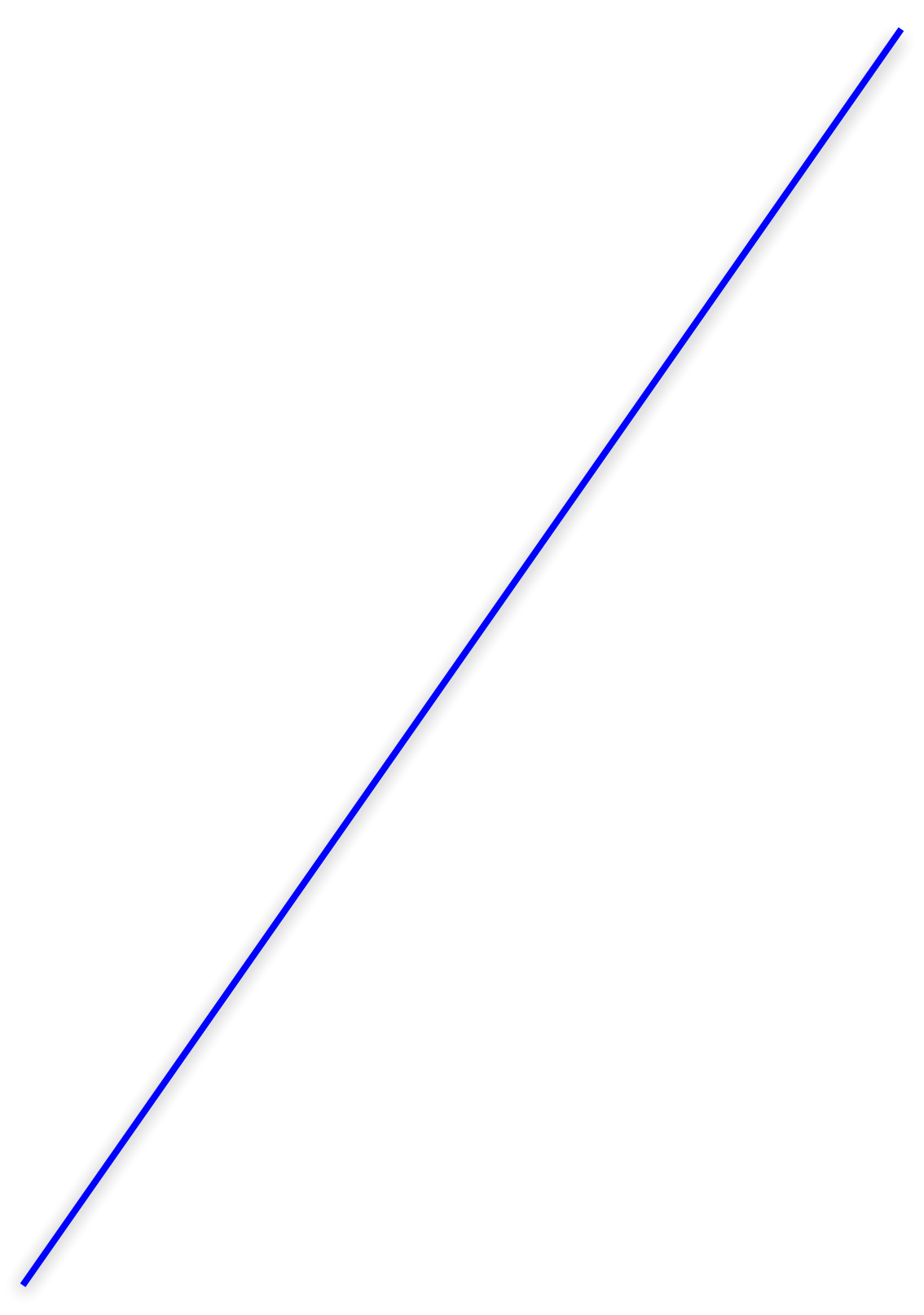




70

140

210

















TR'

Total Revenue = Price x Quantity









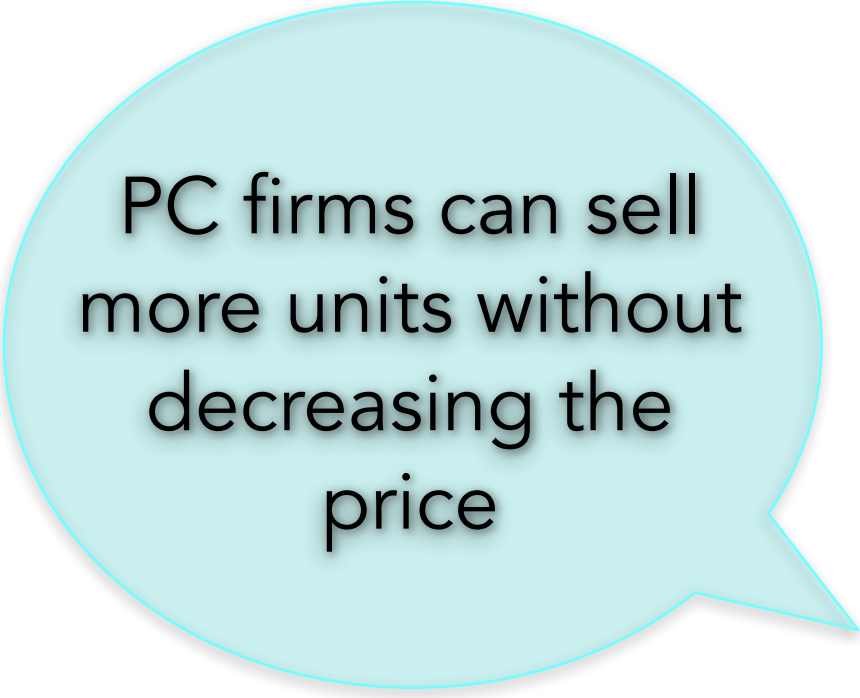




As the price increase, TR
becomes steeper

Price	Quantity	Total Revenue
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Price	Quantity	Total Revenue
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PC firms can sell
more units without
decreasing the
price

Price Increase from \$5 to \$7

Price	Quantity	Total Revenue
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5

10

50

Price	Quantity	Total Revenue
5	10	50

5

20

1000

Price	Quantity	Total Revenue
5	10	50
5	20	100

5

30

150

Price	Quantity	Total Revenue
5	10	50
5	20	100
5	30	150

Price	Quantity	Total Revenue
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7

10

70

Price	Quantity	Total Revenue
7	10	70

7

20

140

Price	Quantity	Total Revenue
7	10	70
7	20	140

7

30

210

Price	Quantity	Total Revenue
7	10	70
7	20	140
7	30	210

$$\text{Total Revenue} = \text{Price} \times \text{Quantity}$$

PC firms can sell more units without decreasing the price

Price	Quantity	Total Revenue
5	10	50
5	20	100
5	30	150

Price Increase from \$5 to \$7

Price	Quantity	Total Revenue
7	10	70
7	20	140
7	30	210

As the price increase, TR becomes steeper

