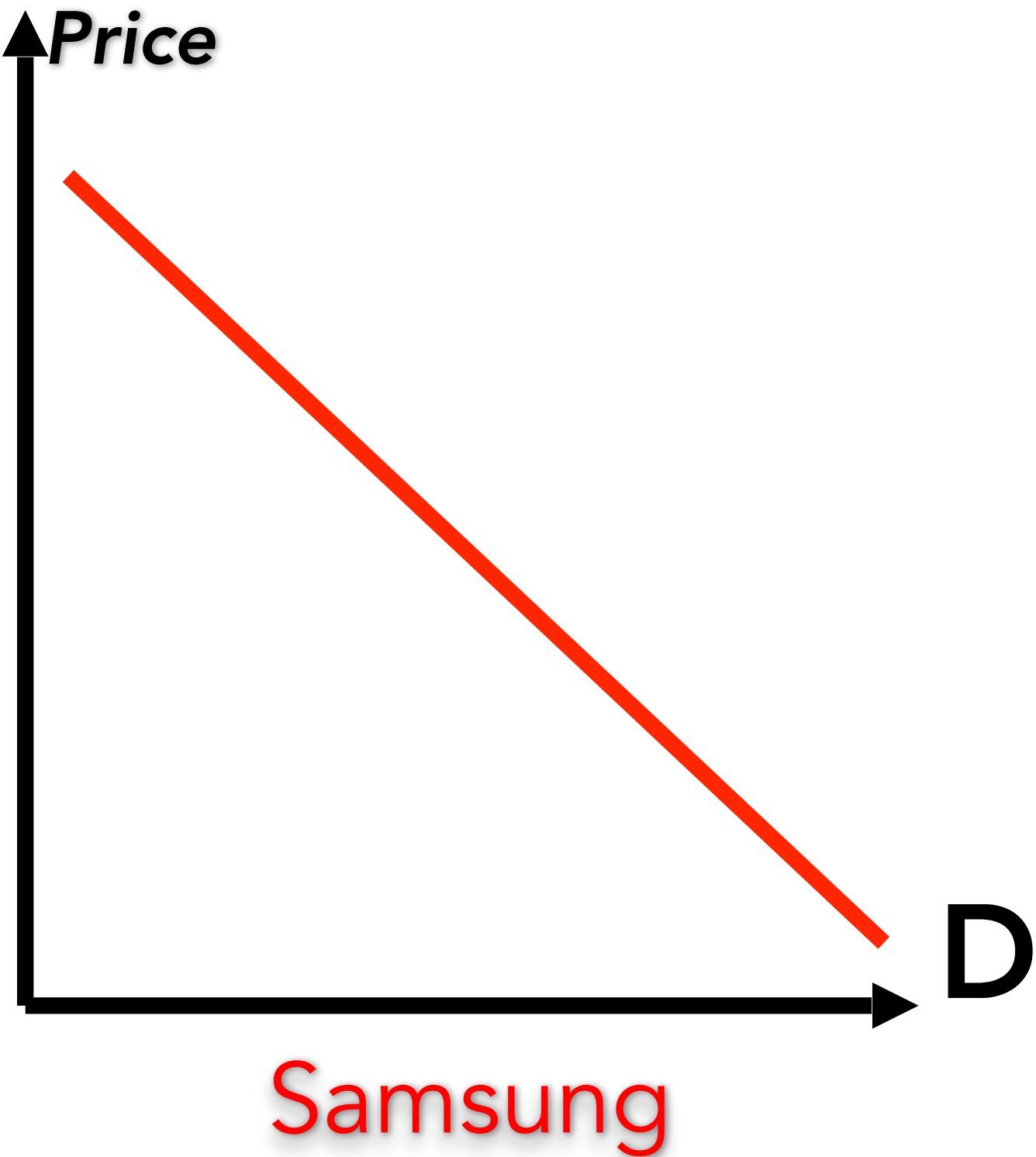
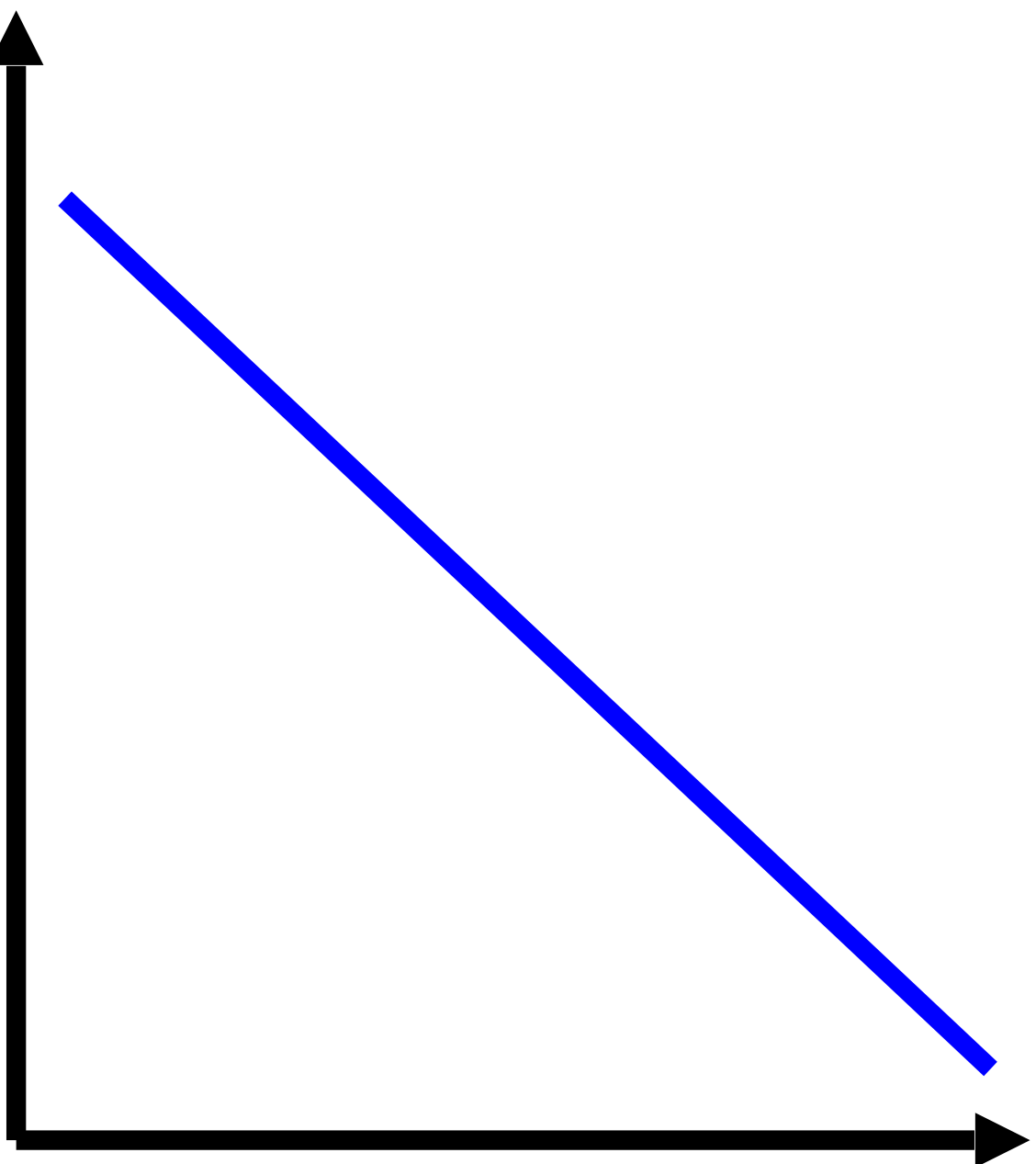


Apple iPhone and Samsung



Price



D

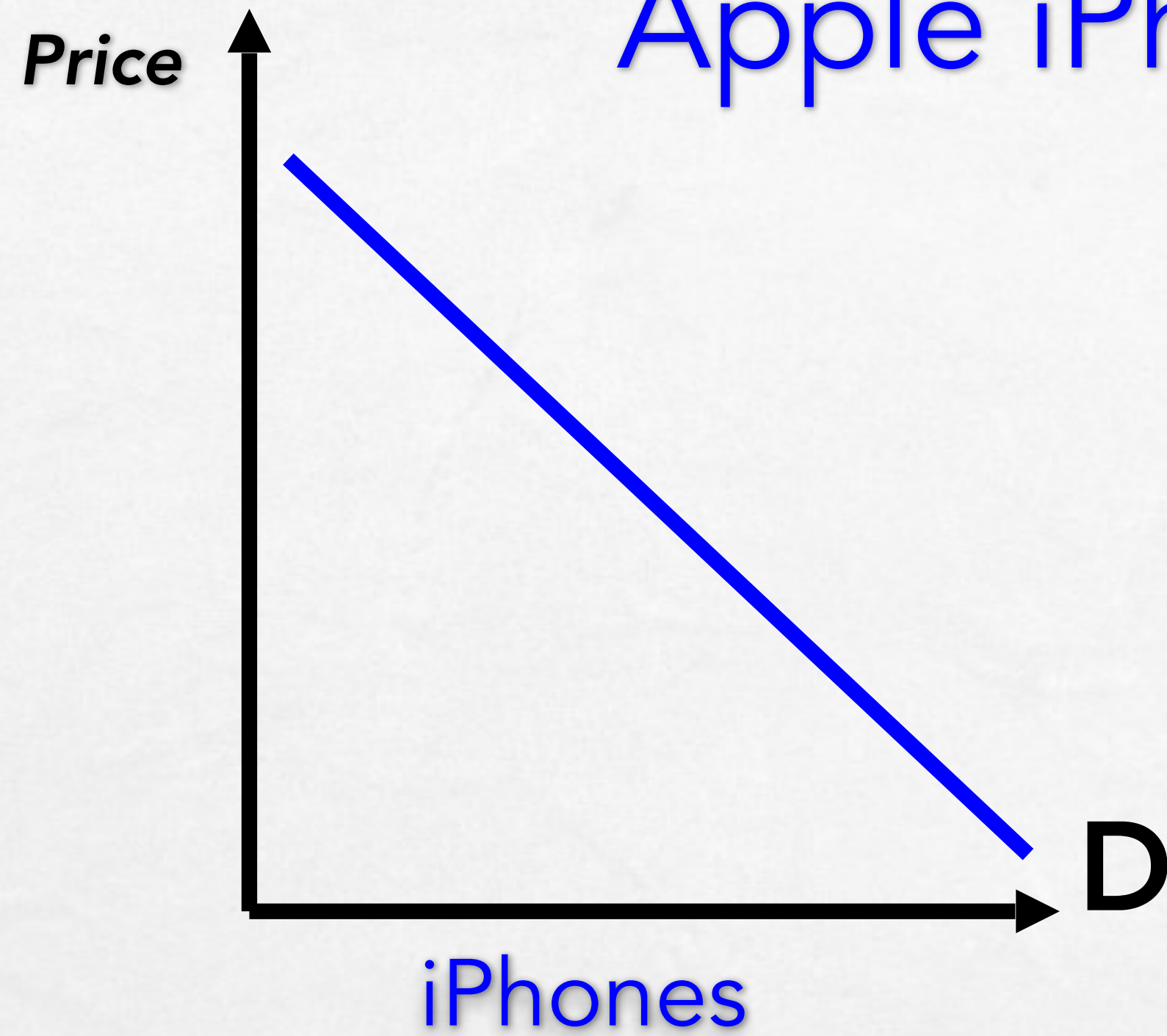
iPhones

What happens to
Demand for
Samsung?

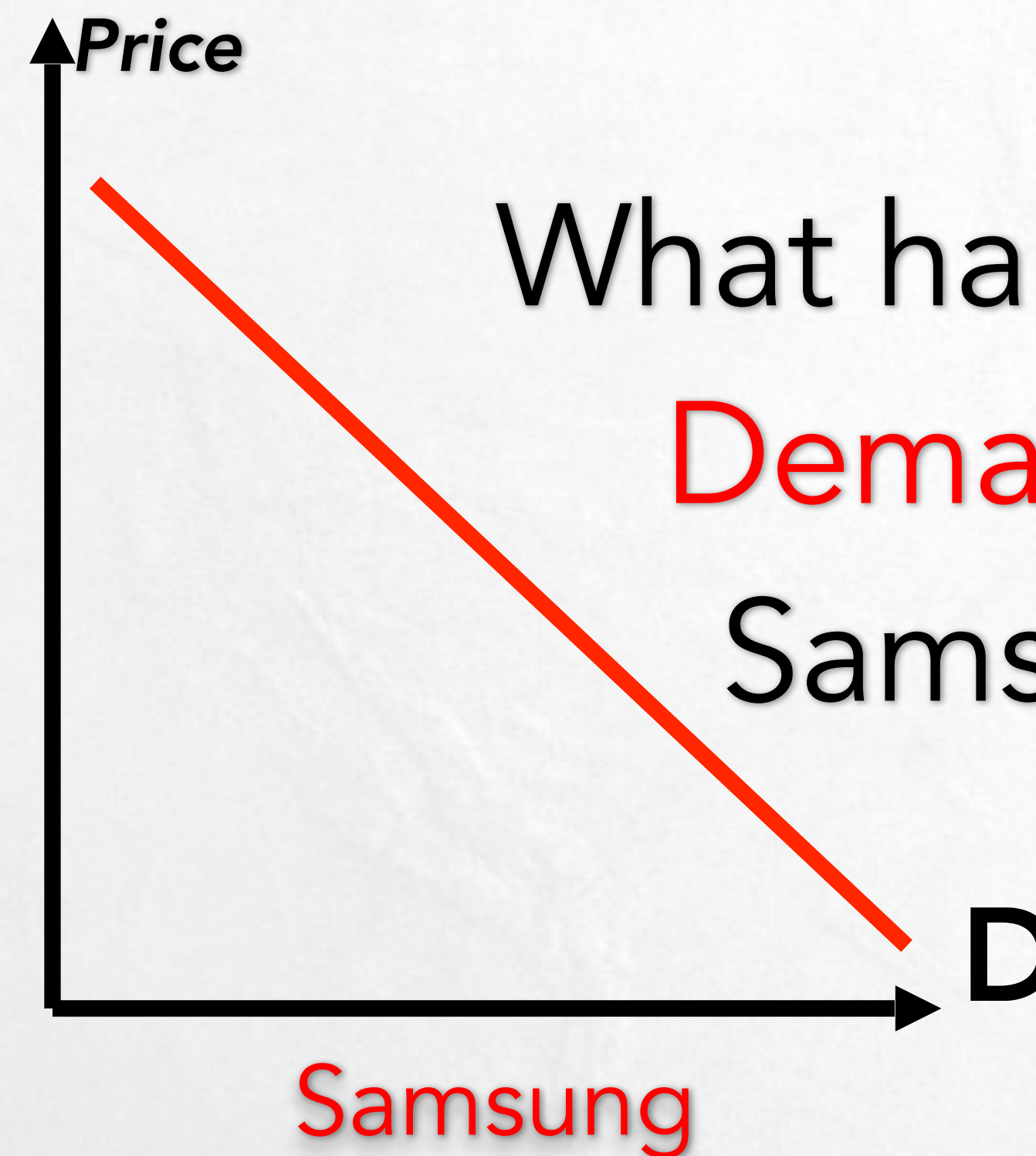
If the price of a Samsung increase

Substitutes

Apple iPhone and Samsung



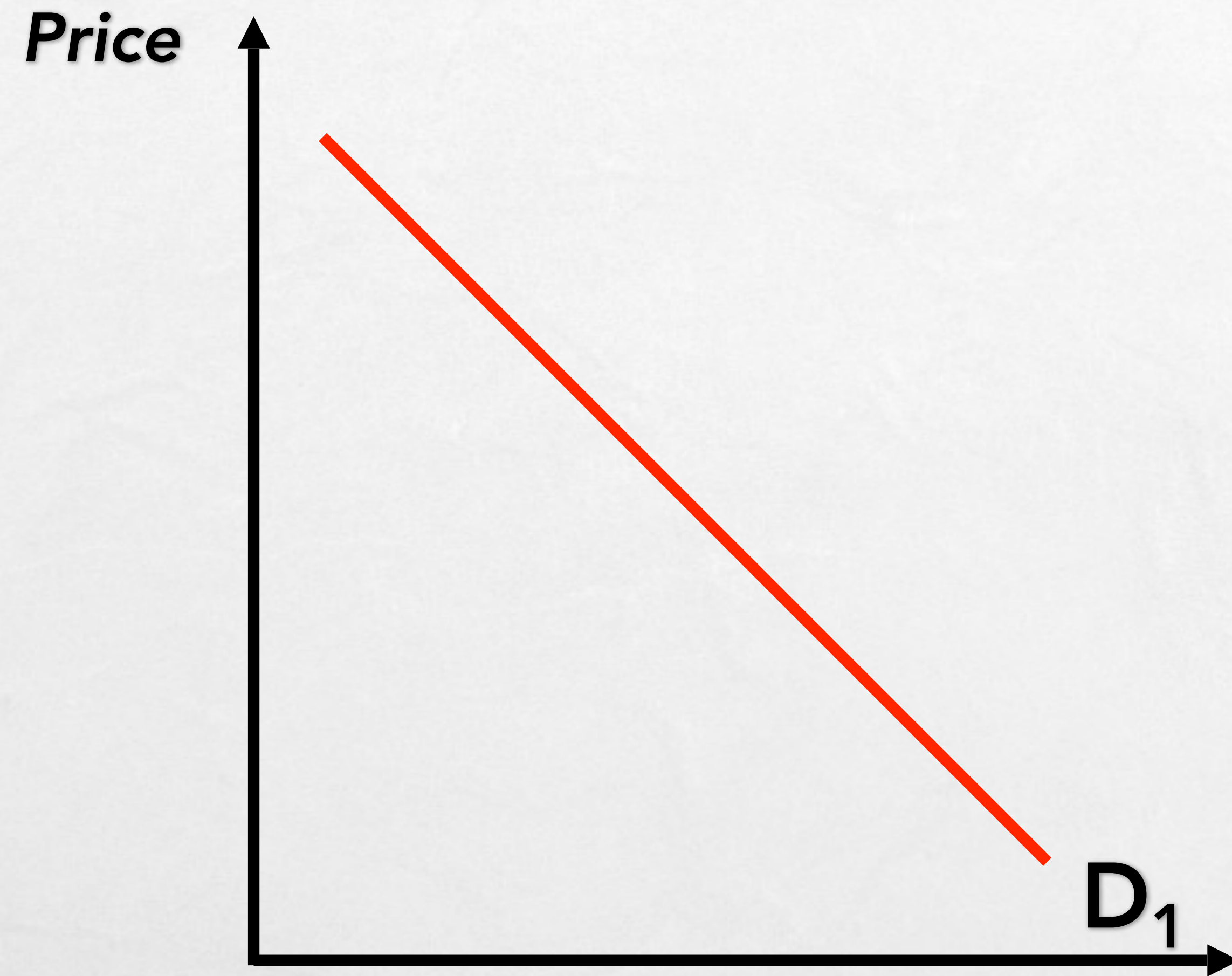
Substitutes



What happens to
Demand for
Samsung?

If the price of a **Samsung** increase

Price of **Samsung** increase



Quantity demanded