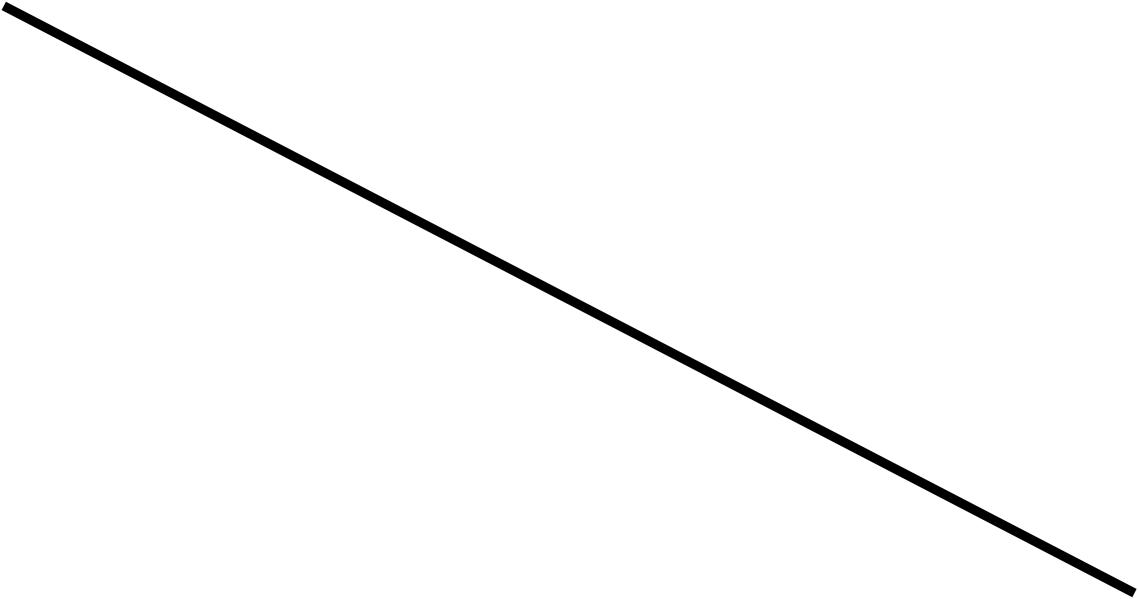


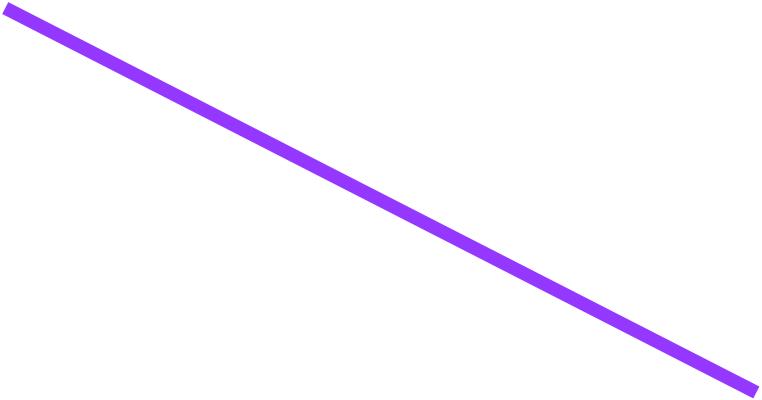


## Consumers buy 10 units less at all prices





Demand







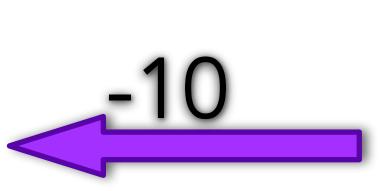
New Demand

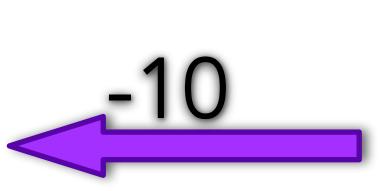
· 20

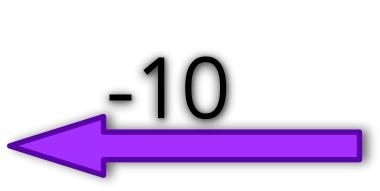


13a/a//e/Shife

 $Q^d = (20 - 2P) - 10$ 







## Consumers buy 10 units less at all prices

