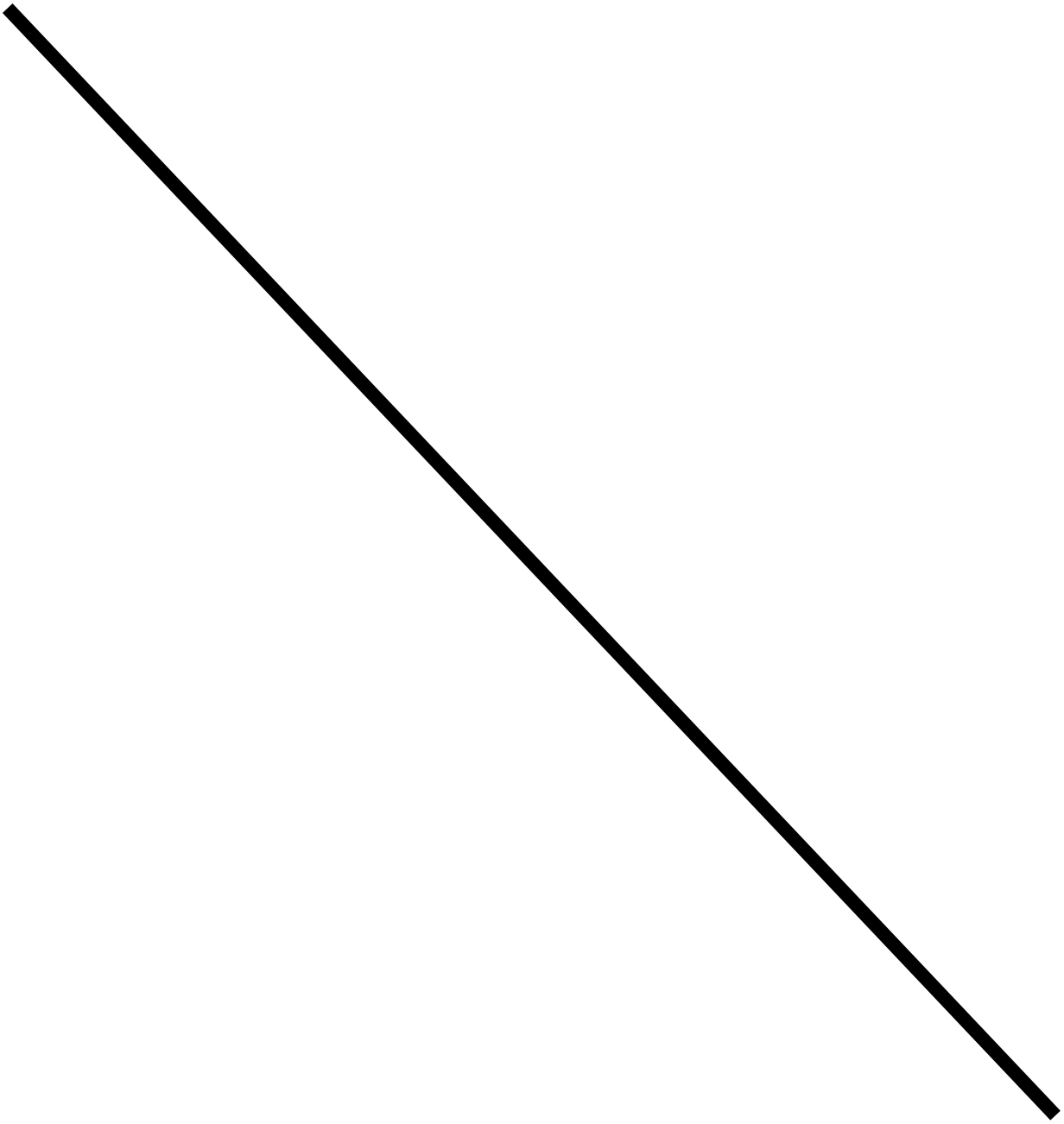


Complement Goods

Goods which are used together

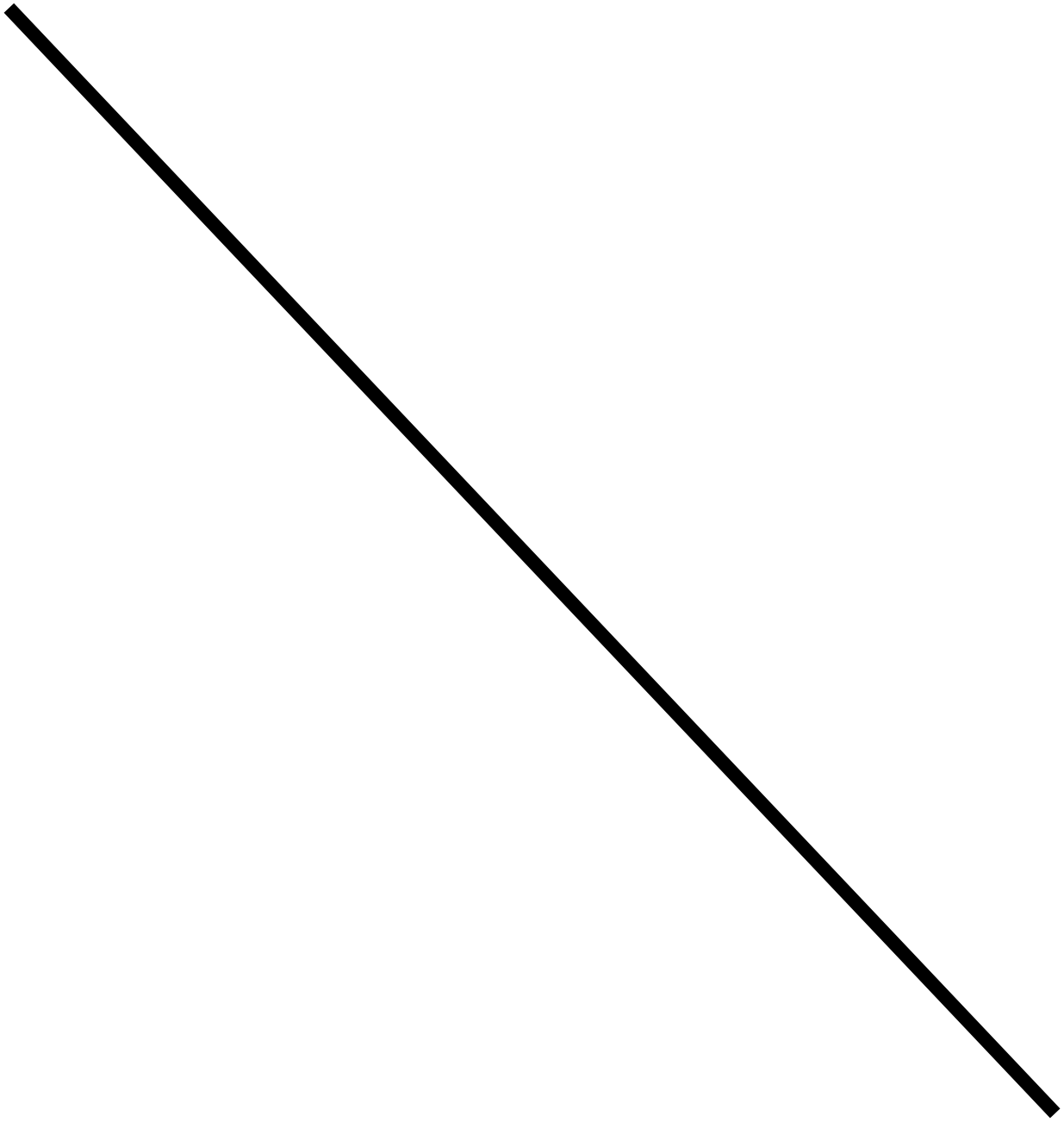
When one becomes
more expensive

Purchases of both
goods drop



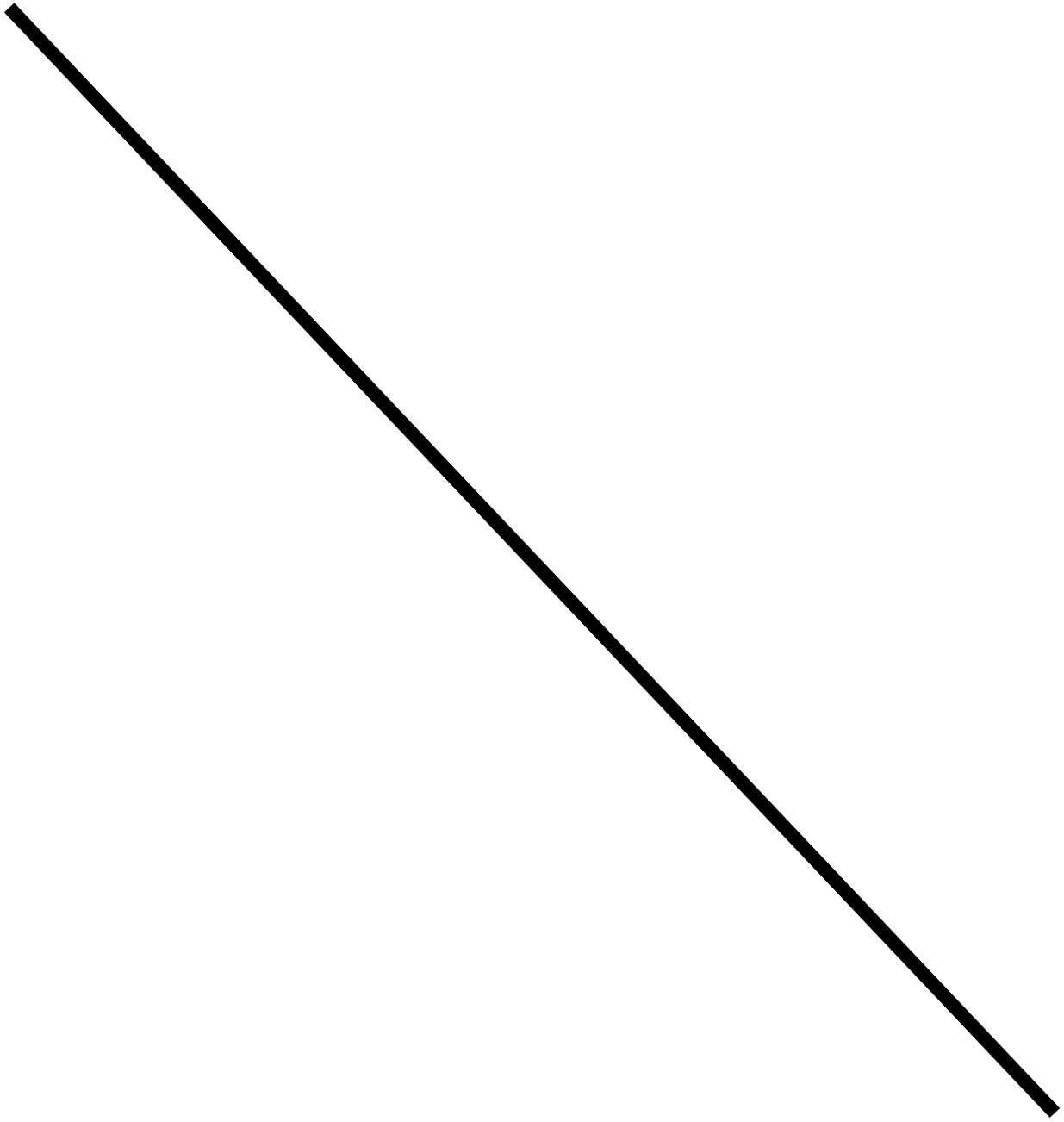


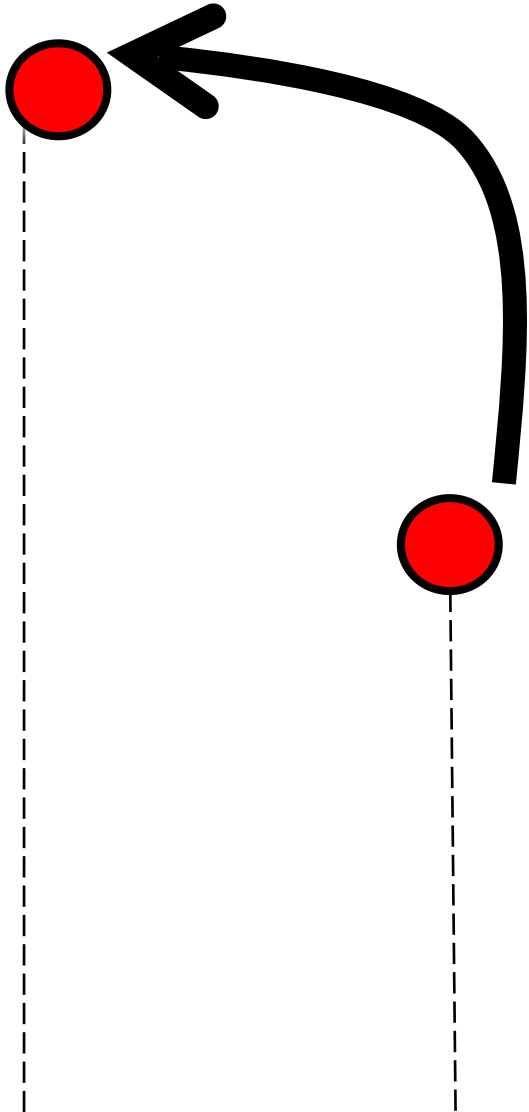




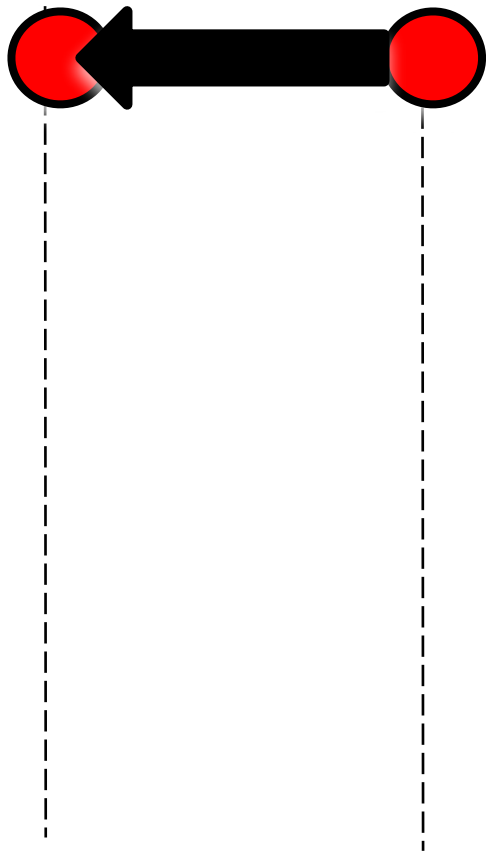








Buy less



Buy less

Quantity Demanded Drops

Demand Drops

Computers

Software







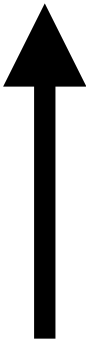
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

P_1



P_0



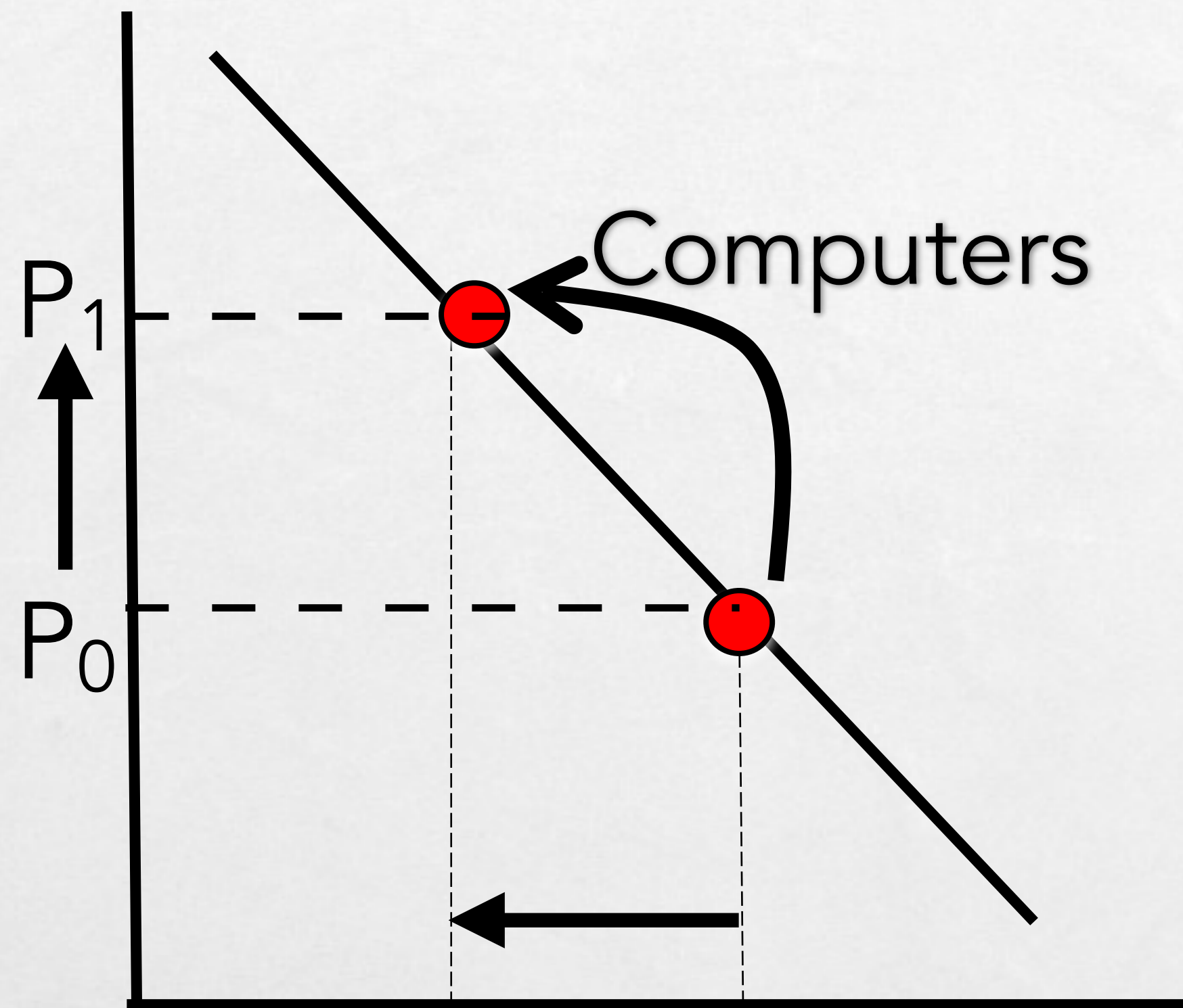


Complement Goods

Goods which are used together

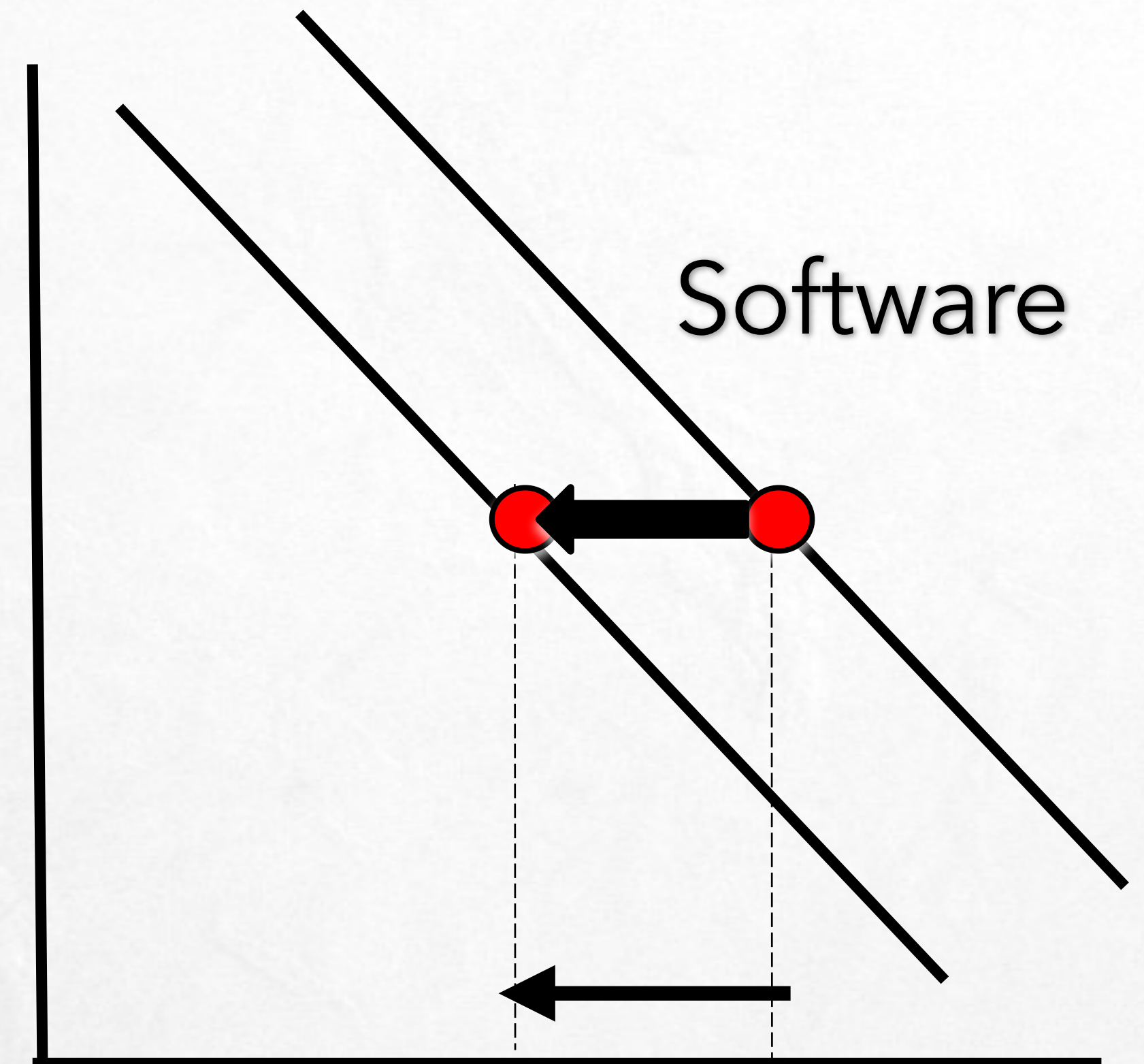
When one becomes
more expensive

Purchases of both
goods drop



~~Buy less~~

Quantity Demanded Drops



~~Buy less~~

Demand Drops

Substitute Goods