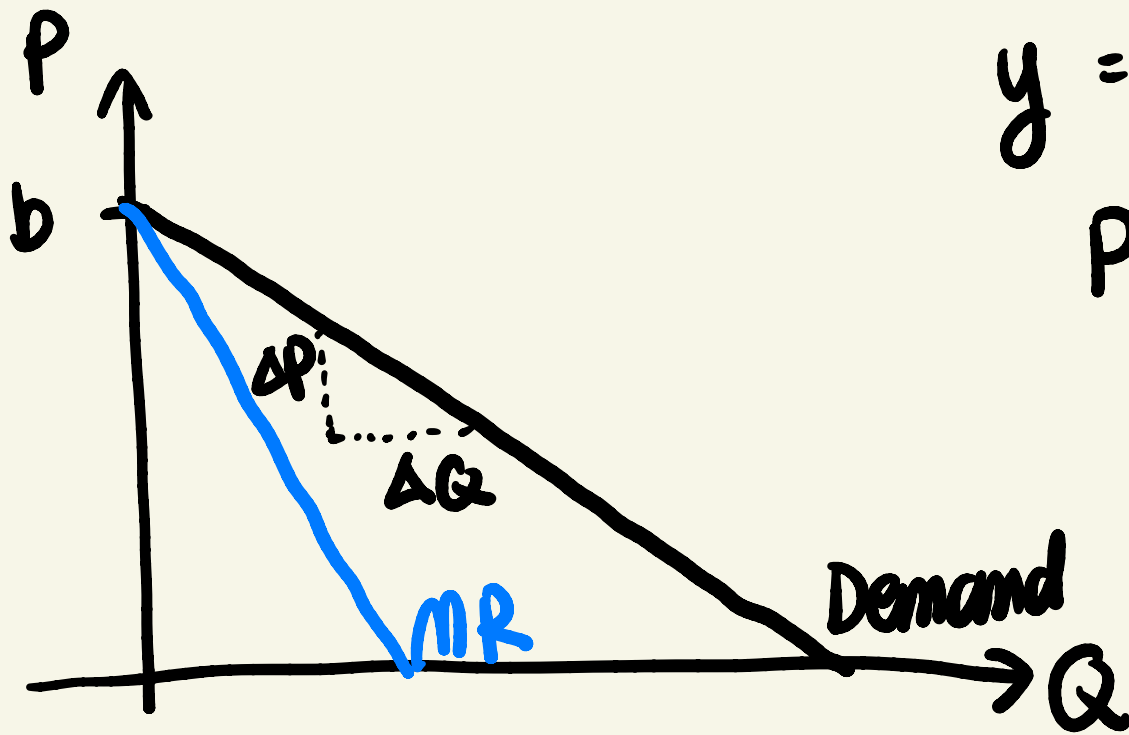



EE211 Section 1

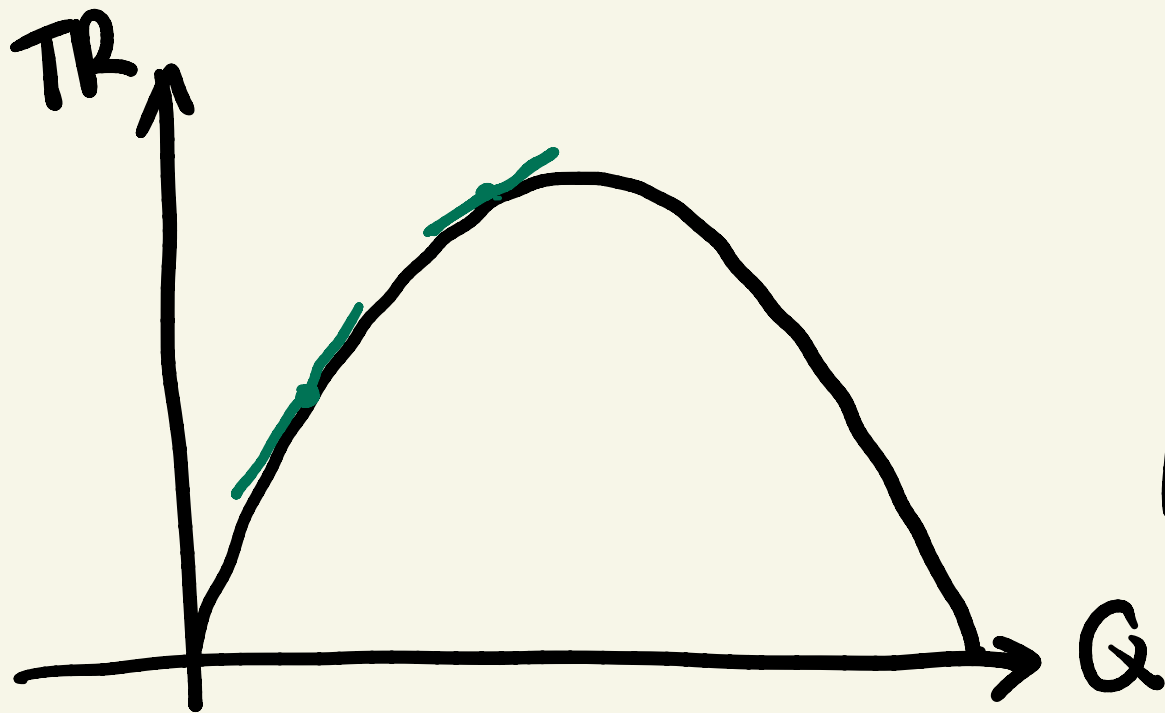
"Monopoly"



$$y = mx + b$$

$$P = mQ + b$$

↑
 $\frac{\Delta P}{\Delta Q}$ negative slope < 0



$$TR = P \times Q$$

$$TR = (mQ + b)Q$$

$$TR = mQ^2 + bQ$$

$$MR = \frac{dTR}{dQ} = 2mQ + b$$

twice as slope,