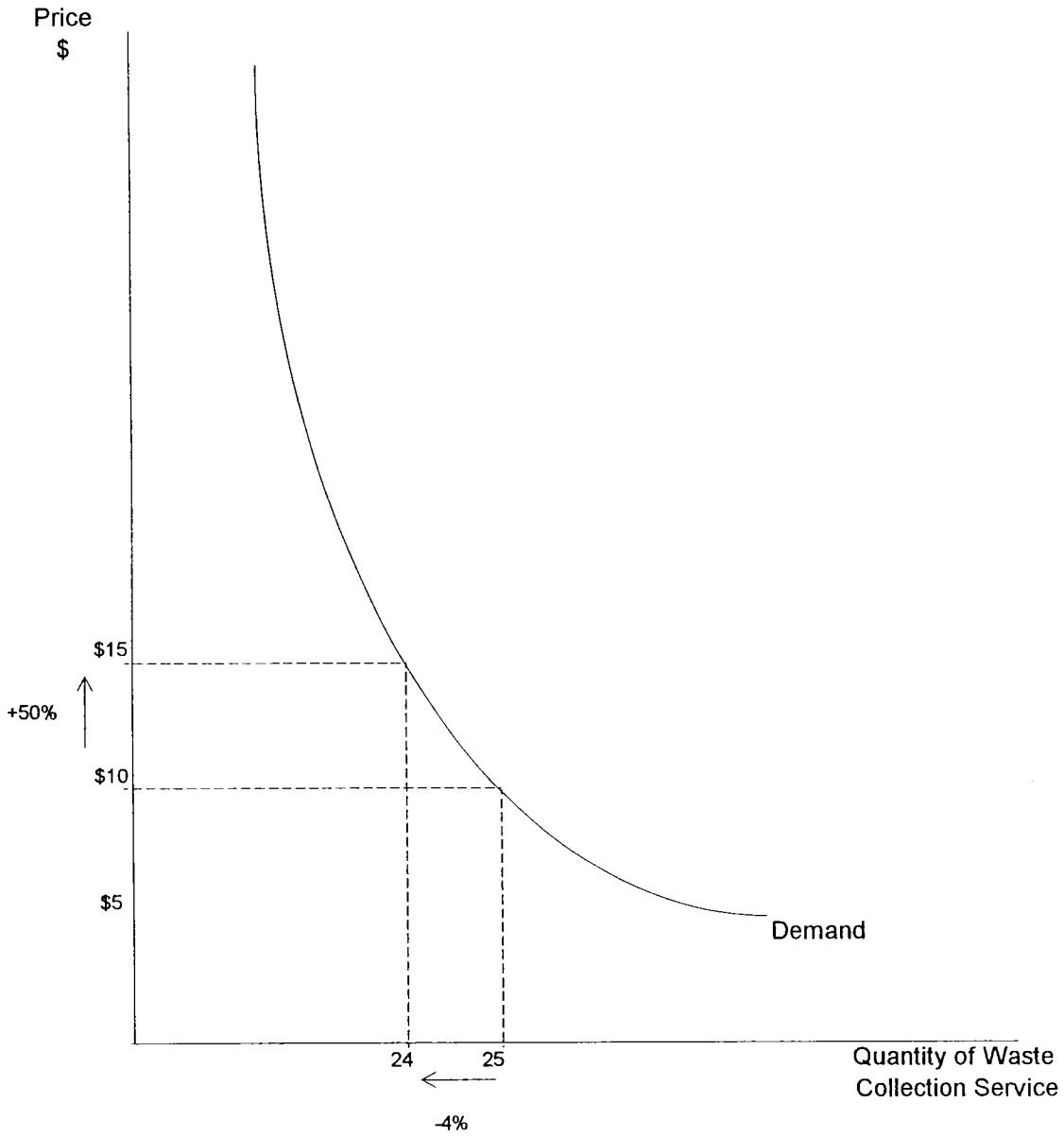


### Illustration of Demand Elasticity



Elasticity of Demand =  $-4\% / 50\% = -.08$

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