PRINCIPLES OF MICROECONOMICS 2e

Chapter 10 Monopolistic Competition and Oligopoly





Competing Brands?





10.1 Monopolistic Competition





Perceived Demand for Firms in Different Competitive Settings





Perceived Demand for Firms in Different Competitive Settings







How a Monopolistic Competitor Chooses Price and Quantity



Example: How a Monopolistic Competitor Chooses its Profit Maximizing Output and Price





Monopolistic Competitors and Entry







Monopolistic Competition, Entry, and Exit, Continued





Monopolistic Competition and Efficiency

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10.2 Oligopoly

Collusion and Cartels



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Dilemma





