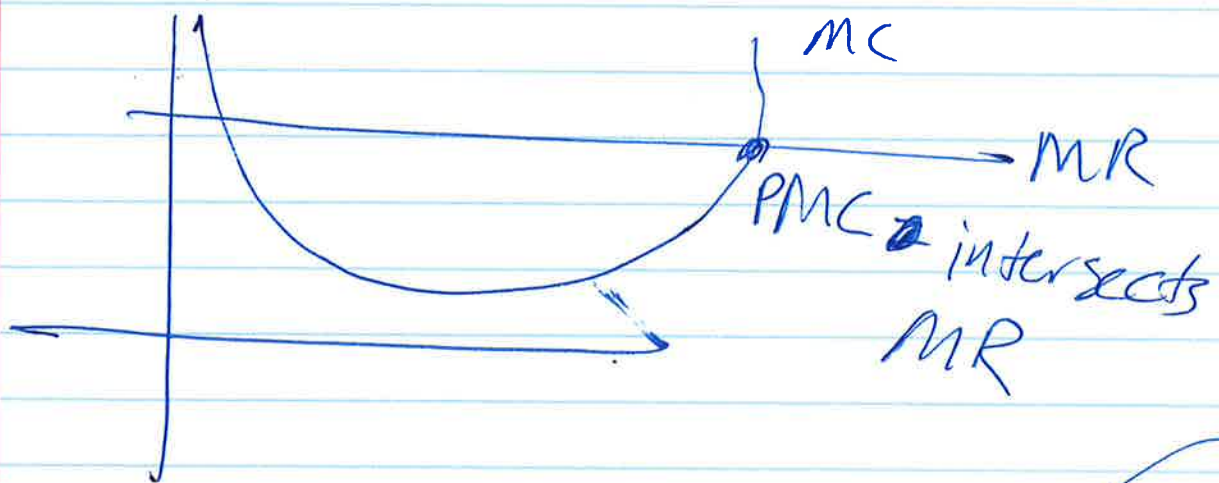


Review

Maximal profit occurs $\textcircled{1}$ at peaks of π
or when



At points where $MC = MR$



In all cases you must verify that
 π is increasing below p decreasing after.
~~volume~~

Pg 2

Last thing is when costs are fixed
and don't depend on quantity
maximize Revenue to maximize profit

Work homework problems