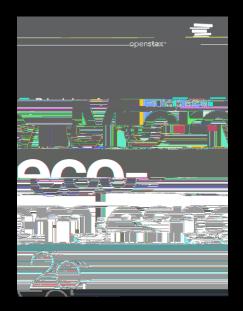
## PRINCIPLES OF MICROECONOMICS 2e

#### **Chapter 10 Monopolistic Competition and Oligopoly**





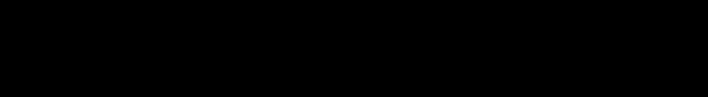
#### Competing Brands?





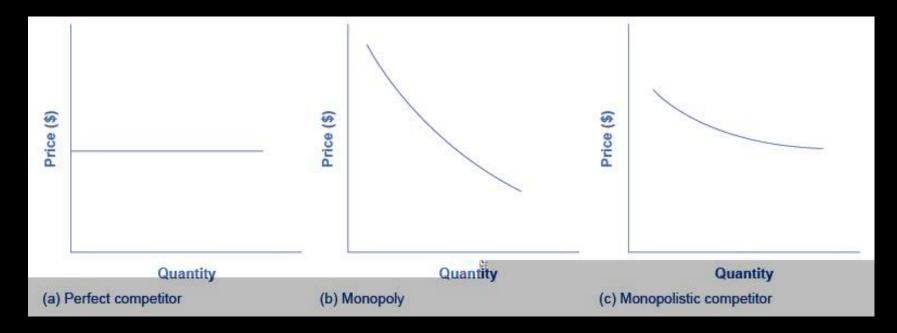
#### 10.1 Monopolistic Competition





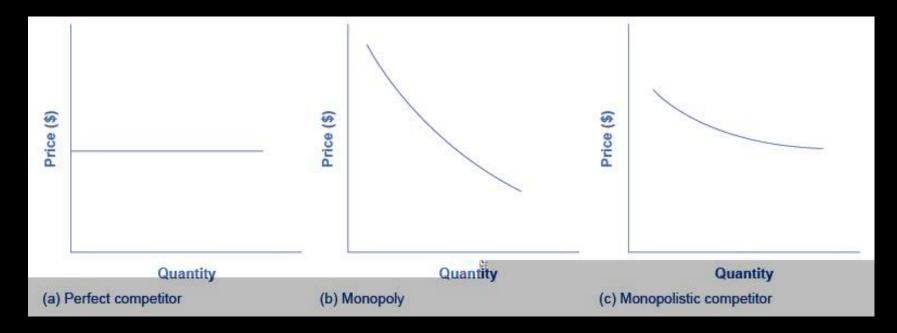
#### Perceived Demand for Firms in Different Competitive Settings

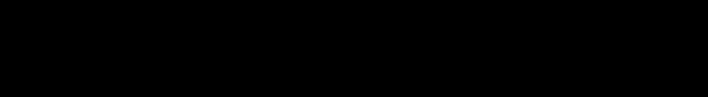




#### Perceived Demand for Firms in Different Competitive Settings





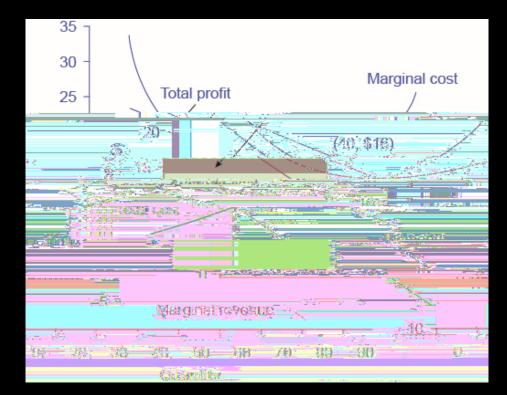


#### How a Monopolistic Competitor Chooses Price and Quantity



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

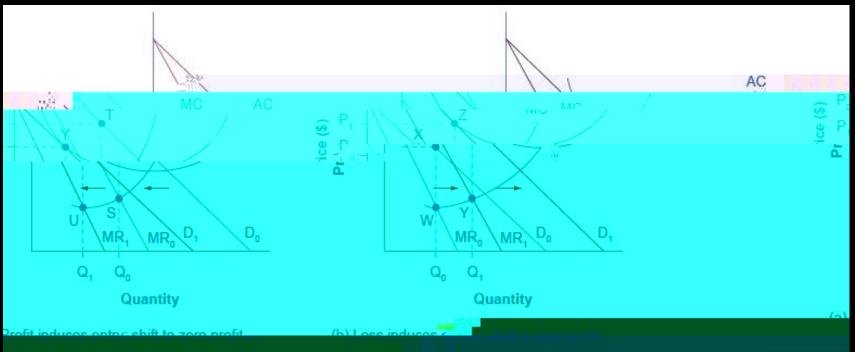




#### Monopolistic Competitors and Entry

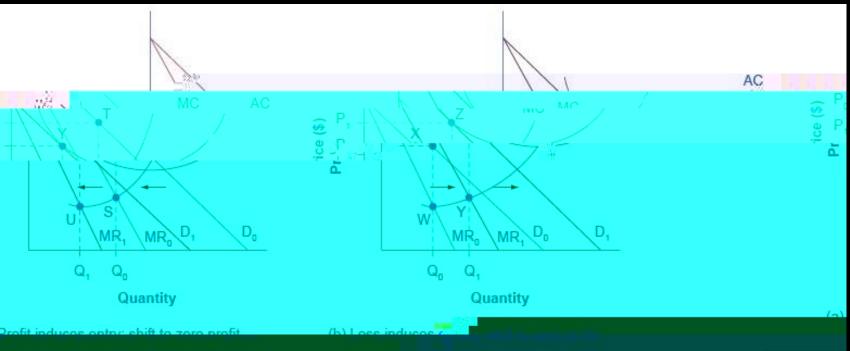






# Monopolistic Competition, Entry, and Exit, Continued





#### Monopolistic Competition and Efficiency

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### 10.2 Oligopoly

#### **Collusion and Cartels**

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#### Dilemma



