

## More Complex Market Analysis

Shifts in Both the  
Demand & Supply Curves

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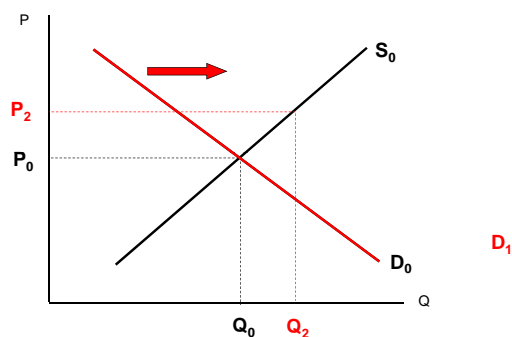
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### Increase in Demand




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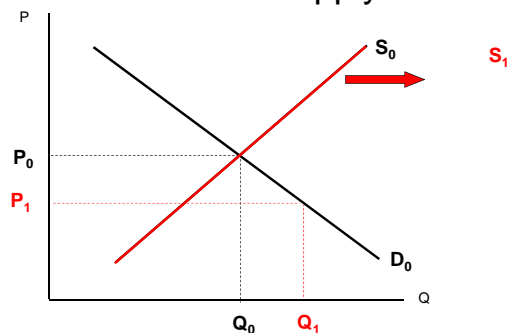
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### Increase in Supply




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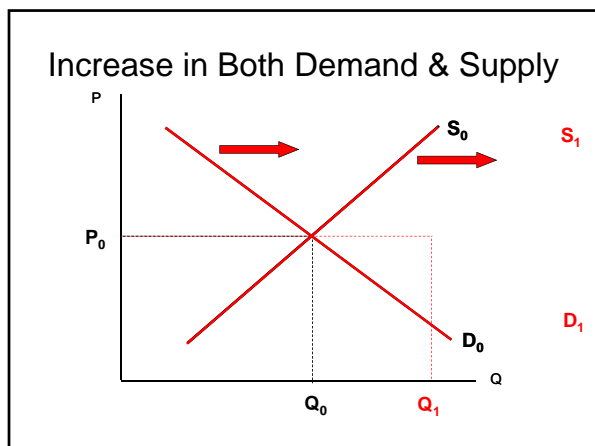
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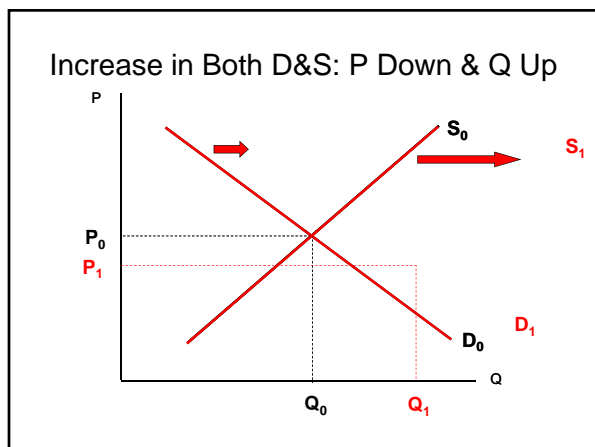
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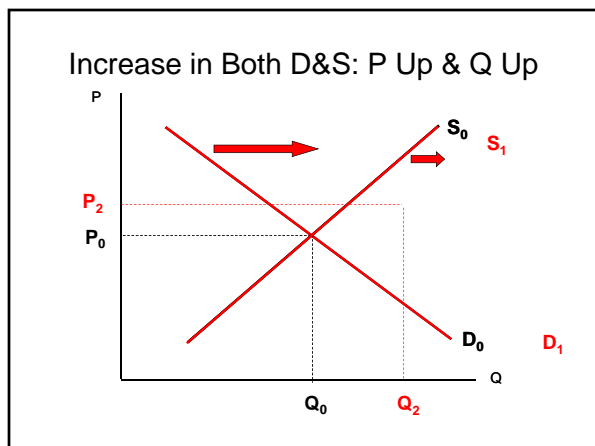
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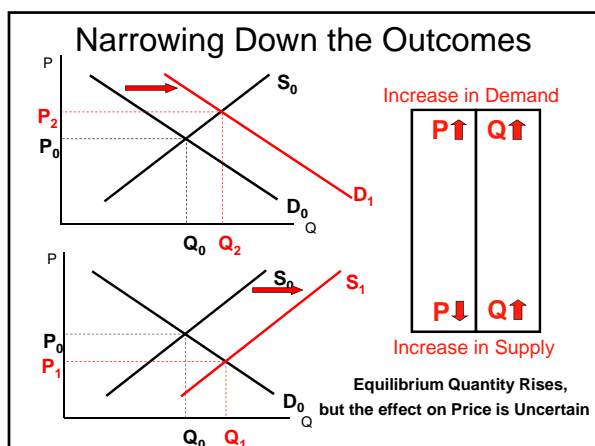
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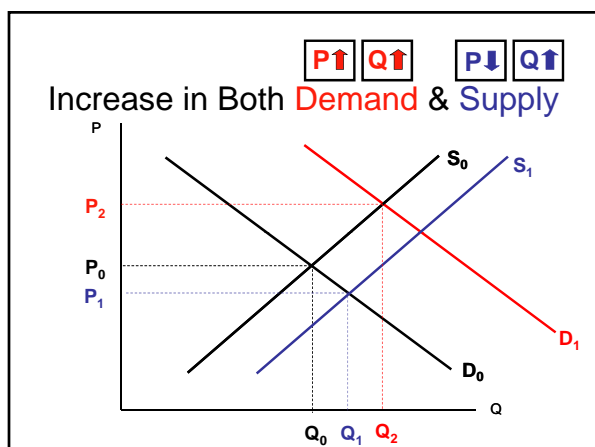
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### Variations on a Theme

- Both Demand & Supply Increases
- Both Demand & Supply Decreases
- Demand Increases, but Supply Decreases
- Demand Decreases, but Supply Increases
- End Result:
  - Effect on One Market Component is Known
  - Effect on the Other Market Component is Uncertain
- Use the Same Analytic Process in All Cases

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