

6 ELASTICITY

A. ELASTICITY

B. PRICE ELASTICITY OF DEMAND

- 1. Price Elasticity of Demand**
- 2. Formula**
- 3. Graphs**
- 4. Attributes**

C. TOTAL REVENUE (TR)

- 1. Relationship between Elasticity and TR**
- 2. Graphically**

D. FACTORS AFFECTING PRICE ELASTICITY OF DEMAND

E. OTHER ELASTICITIES

- 1. Income Elasticity of Demand**
- 2. Price Elasticity of Supply**
- 3. Cross Elasticity of Demand**

F. MOVEMENT VS. SHIFT OF DEMAND

- 1. Movement**
- 2. Shift**

G. TIME AND DEMAND

H. APPLICATION OF DEMAND CONCEPTS

- 1. Policies of Firms**
- 2. Antitrust Cases**
- 3. Sales Tax Incidence**
- 4. Elasticities for Research Project**