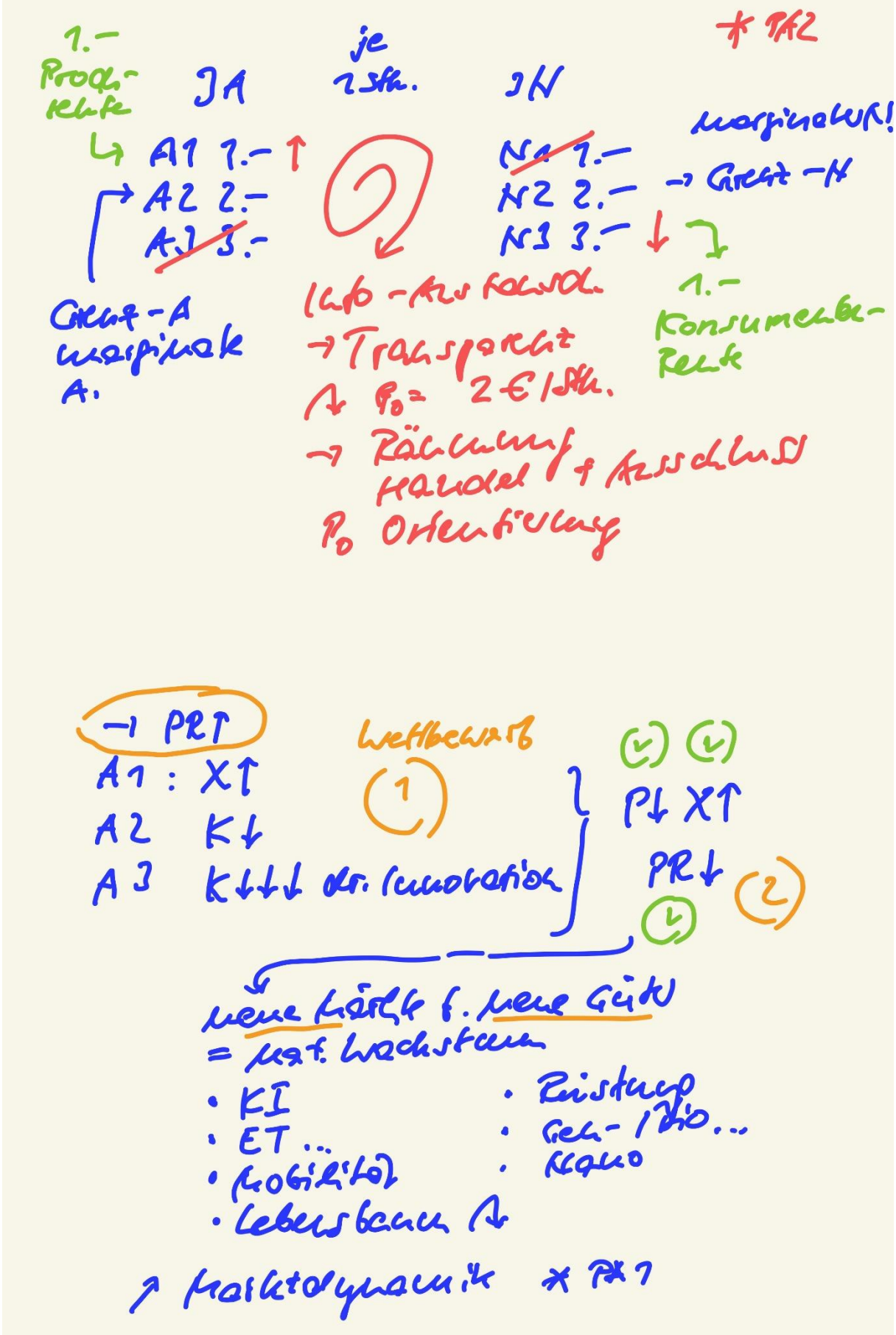
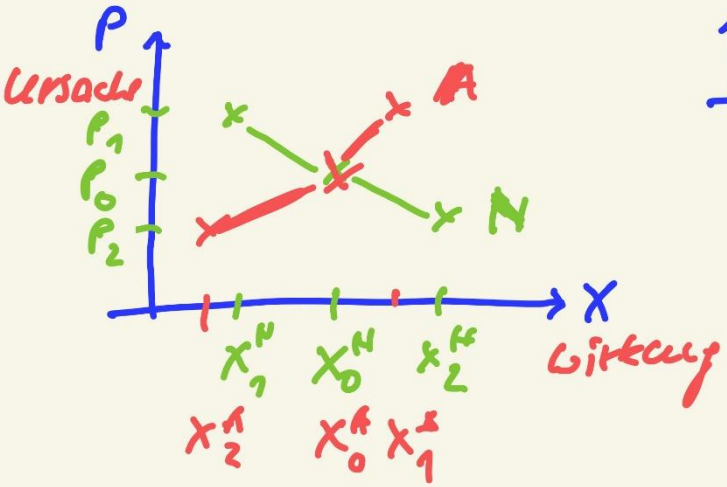
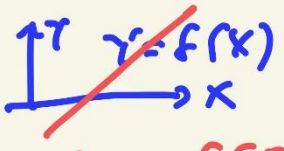

1.- Produkt-Rente
JA
je 2 Stk.
NEIN
* PAZ
A1 1.-
A2 2.-
A3 3.-
N1 1.-
N2 2.-
N3 3.-
marginaler!
→ Grenz-N
Grenz-A marginale A.
Info-Asymmetrie
→ Transportkosten
↑ P0 = 2 € / Stk.
→ Rückkauf Handel + Ausschluss
P0 Offenbarung
1.- Konsumenten-Rente
→ PR↑
A1 : X↑
A2 K↓
A3 K↓↓↓
Wettbewerb
(1)
(↓) (↓)
P↓ X↑
PR↓
(↓)
(2)
neue Märkte & neue Güter
= max. Wachstum
• KI
• ET ...
• Mobilität
• Lebensdauer ↑
• Risikotyp
• Geo-/Bio...
• Regio
↗ Marktdynamik * PA?

↘
Faktorallokation
- räumlich
- nach Branchen
- in Unternehmen

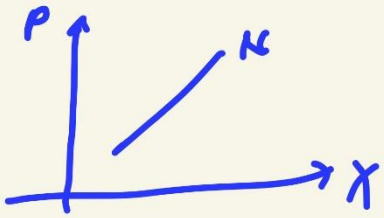
Modell



~1870
Walras



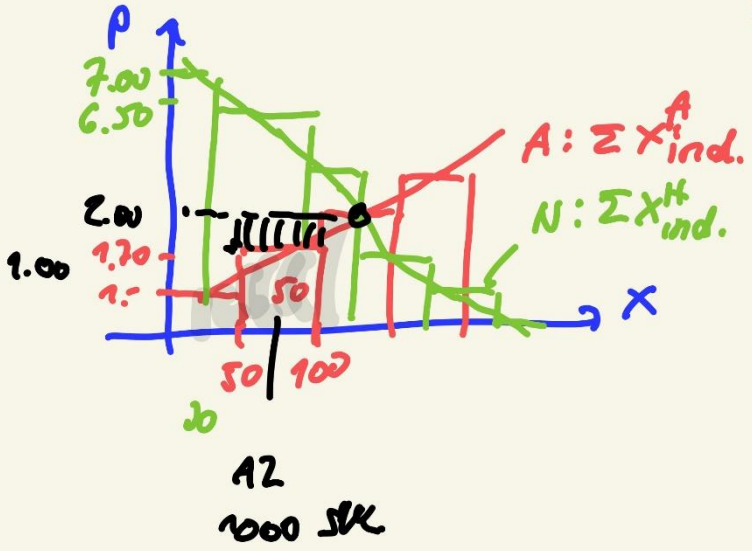
$X_{H/A} = f(P)$
Mengenanpasser



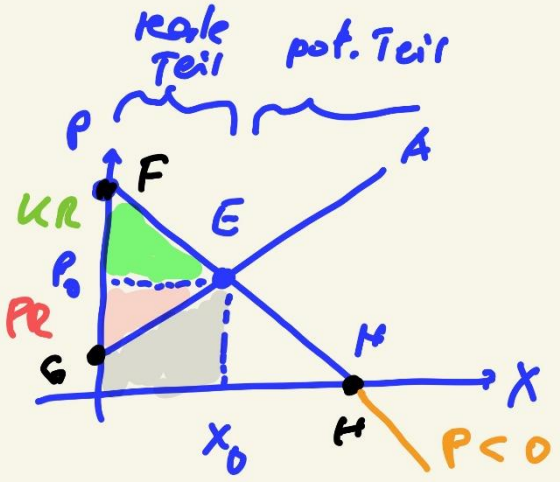
↗ Snob-Effekt
Geltungskonsum

↗ USA 20er J.
Brot
|
Fleisch
Drucker
Telefone
substitutive G.
komplementäre G.

~1900
Marshall



A2
1000 Stk



E - GGW
$P_0 X_0$
(kartell)

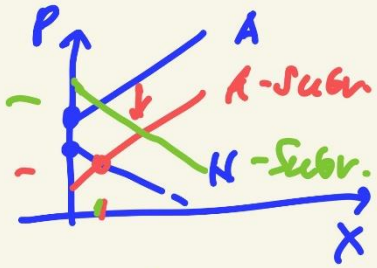
F - $X_K = 0$
Verbotspreis
Prohibitivpreis

G - Preisuntergrenze des A.

H - P = 0
Sättigungsmenge

aber:
$PR_{ind.} = (P_0 - PV_A) X_A$

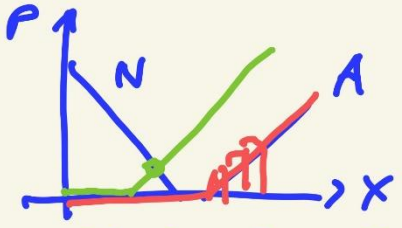
A



- keine Räumung, weil Preis-Cent-Preise > Preis A

↗ NYLON

B



(Luft, die Gut)

Räumung
$P = 0$