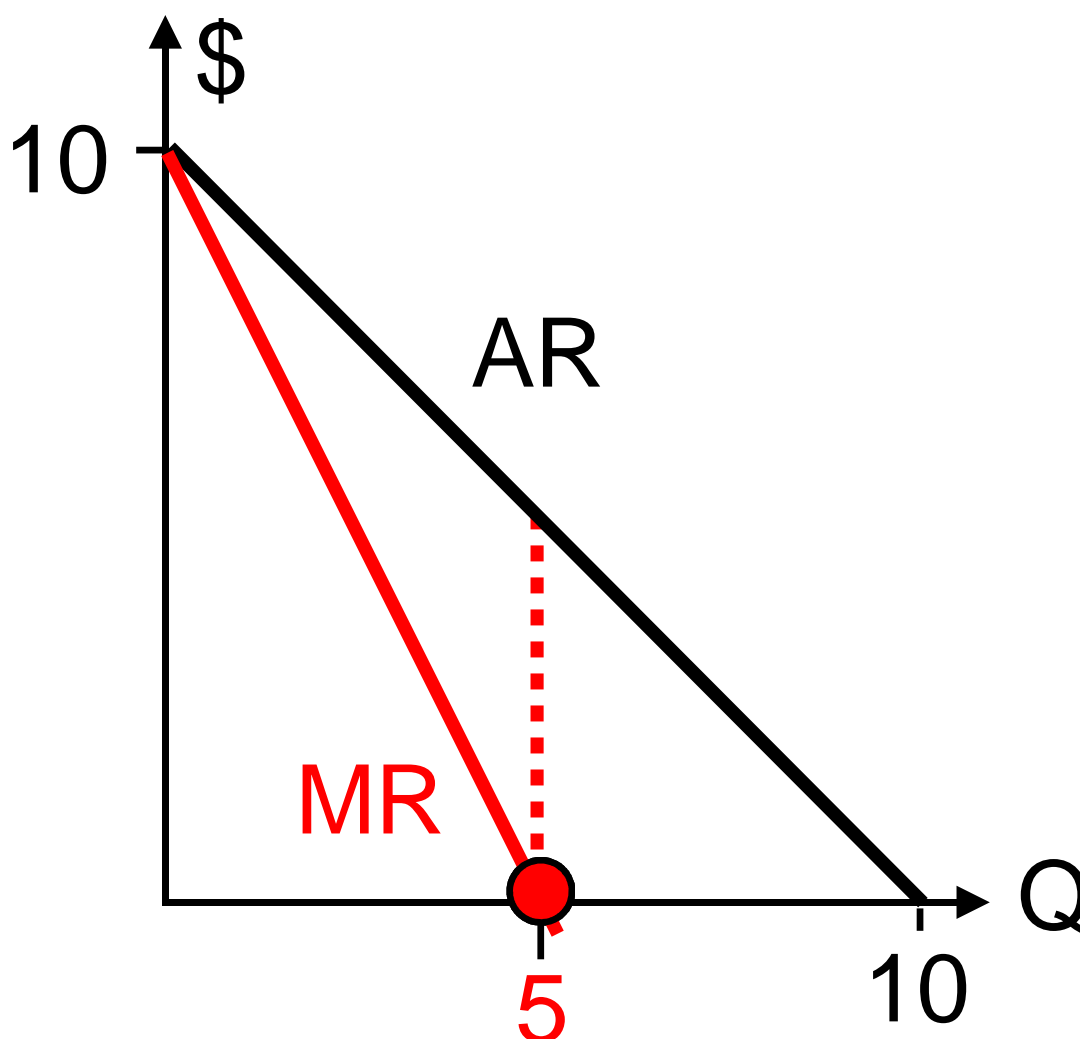


# Marginal and average revenue



From average to marginal revenue:

- $AR = 10 - Q$
- **MR** relates to **changes in TR**, therefore, a bit of calculus:
  - $TR = AR * Q = 10Q - Q^2$
  - **$MR = (TR)' = 10 - 2Q$**