

## 2.5 Price elasticity of demand and total revenue

	Price elasticity of demand		
	$e > 1$	$e = 1$	$e < 1$
Prices rise	<b>TR-</b>	<b>TR0</b>	<b>TR+</b>
Prices fall	<b>TR+</b>	<b>TR0</b>	<b>TR-</b>

**TR+** Total revenue rises

**TR-** Total revenue falls

**TR0** Total revenue unchanged

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