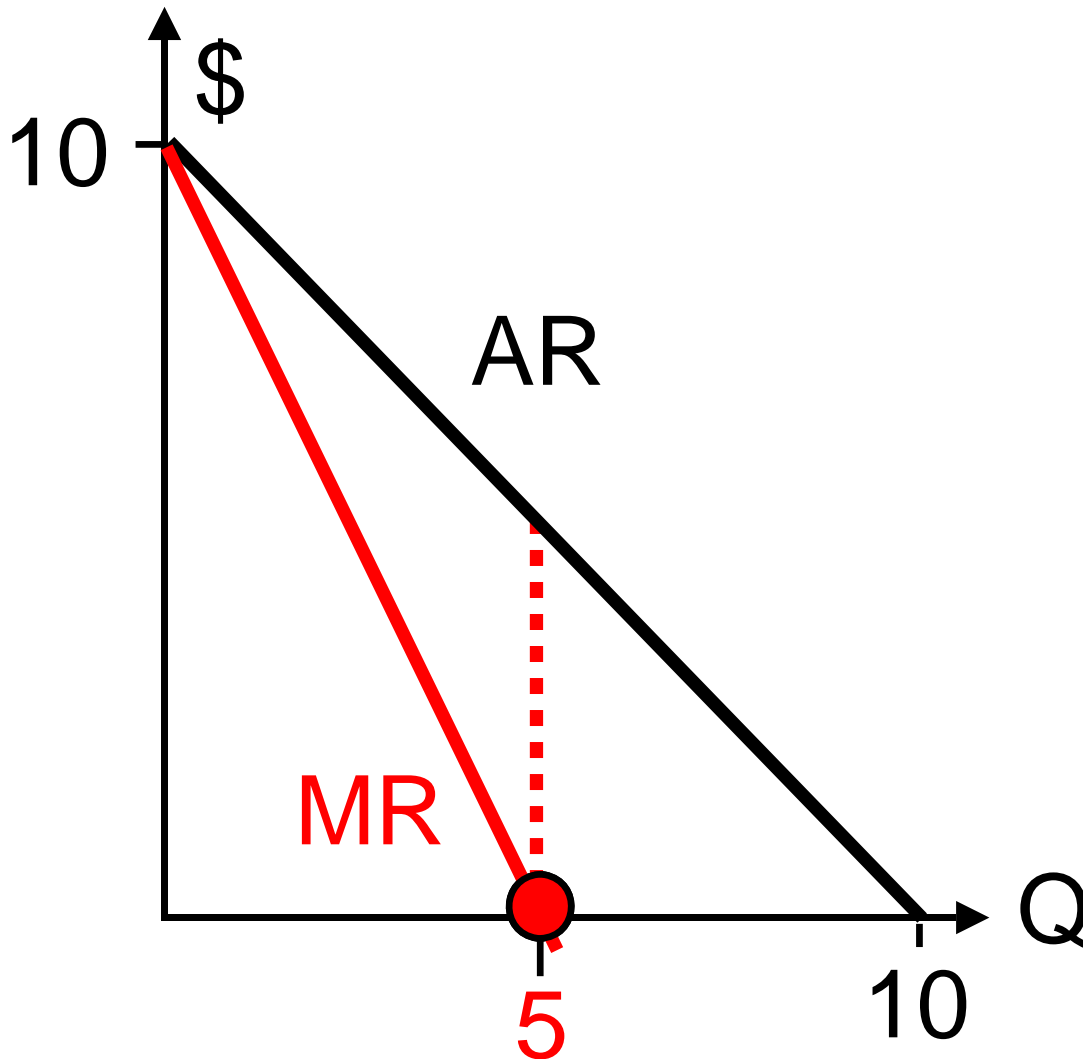


3.8 Average revenue and marginal revenue



From average to marginal revenue:

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