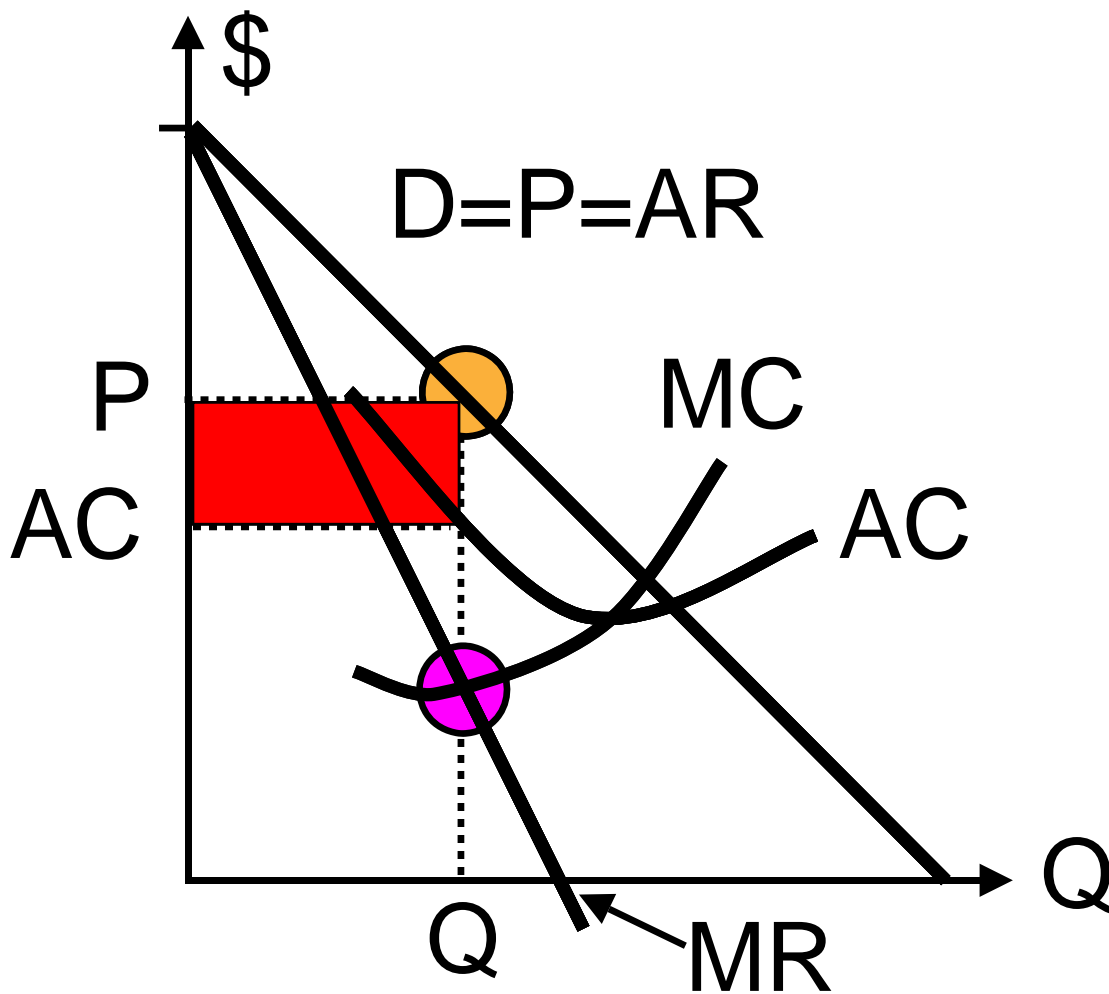


4.5 Profit maximization by a monopolist



**Profit maximization
by a monopolist in 3 steps:**

● Find point $MC = MR$

● Set price $> MC = MR$



Profit = $(P - AC) * Q$