



Economic Cartoons

CHAPTER 4

Study this cartoon and review the sections entitled “Understanding Demand” and “Shifts of the Demand Curve” beginning on page 79 before answering the questions below.



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1. (a) Which of the men is selling a new product? _____

- (b) What is his product? _____

2. What problem does the seller have with his new product? _____

3. **Analyzing Information** According to the law of demand, what effect might lowering the price of the product have on sales? _____

4. **Identifying Alternatives** What effect might an advertising campaign have on sales of the product? _____

5. **Synthesizing Information** Is a portable laptop or notebook computer a product that would be a complement to or a substitute for the nose-top computer? Explain your answer.

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