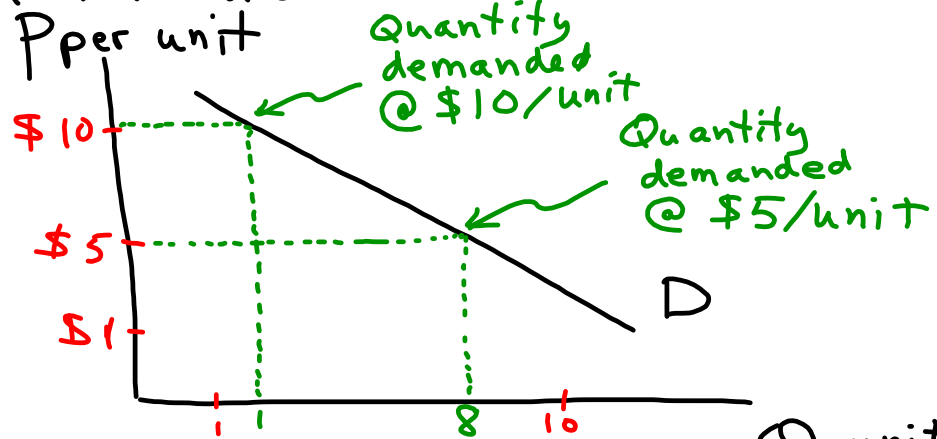


Model: demand curve



- straight-line graph is an idealization
- simple graph assists with reasoning about the underlying economic behavior