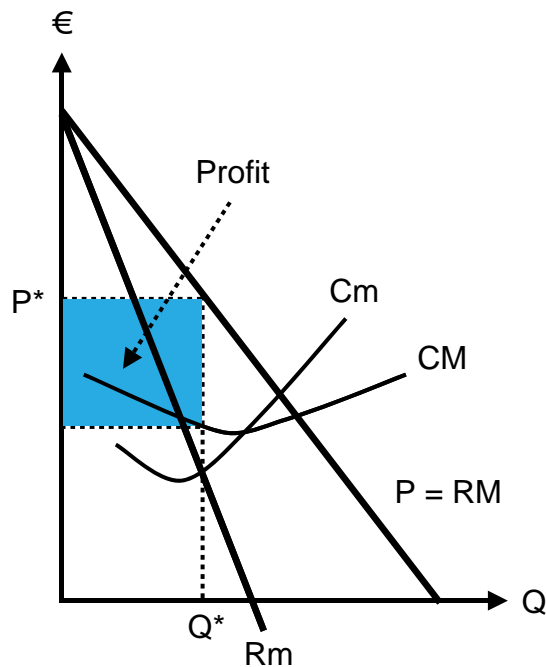


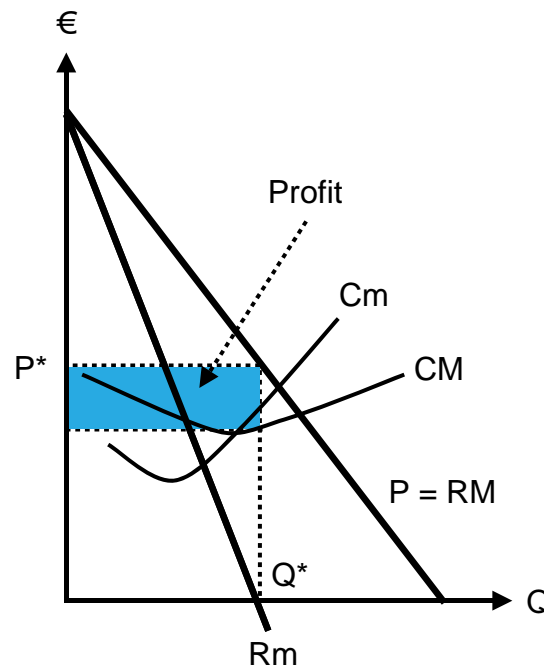
Monopole (objectifs)

1 Profit maximal
($C_m = R_m$; $P > CM$)



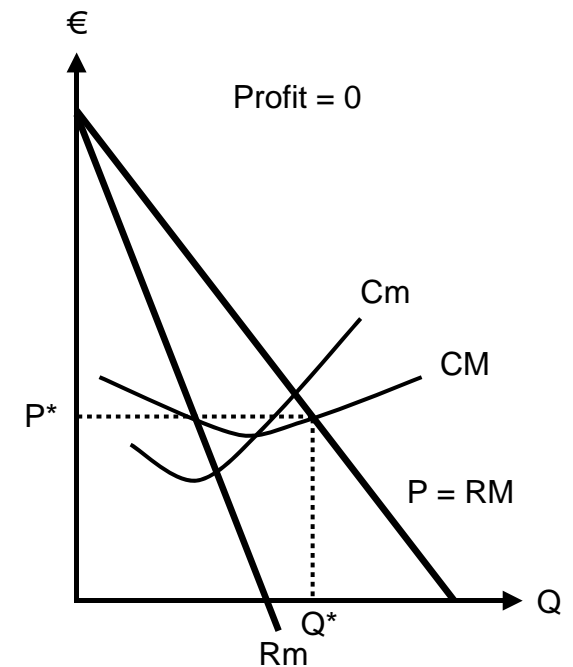
P = Prix
Q = Quantité

2 Recette totale maximale
($R_m = 0$; $P > CM$)



RM = Recette moyenne
Rm = Recette marginale

3 Quantité maximale
($P = CM = RM$)



CM = Coût moyen
Cm = Coût marginal