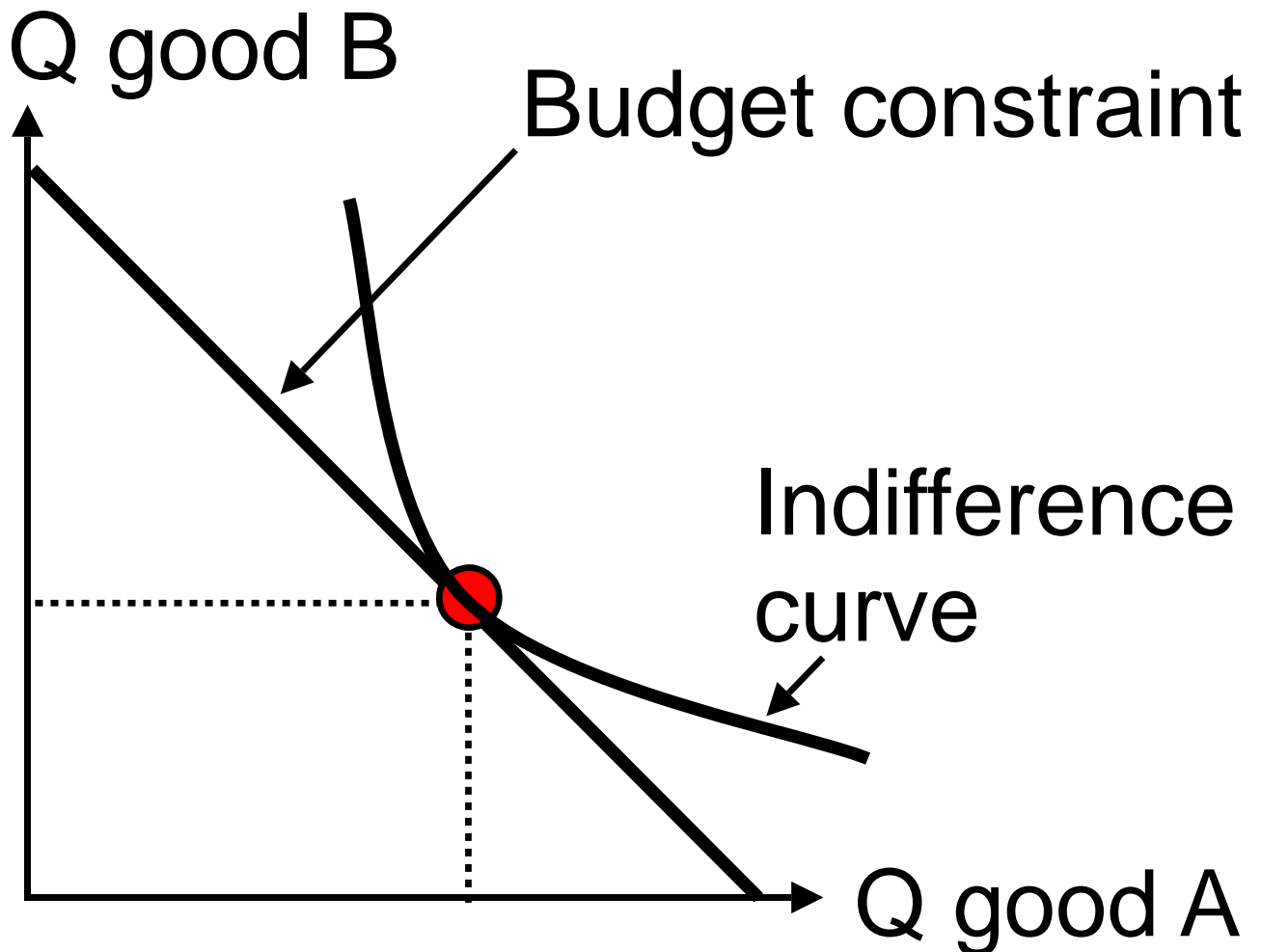


6.6 Consumer choice



Characteristics of the optimum:

- The budget constraint touches the highest indifference curve.
- Hence the slope of the indifference curve is equal to the slope of the budget constraint.