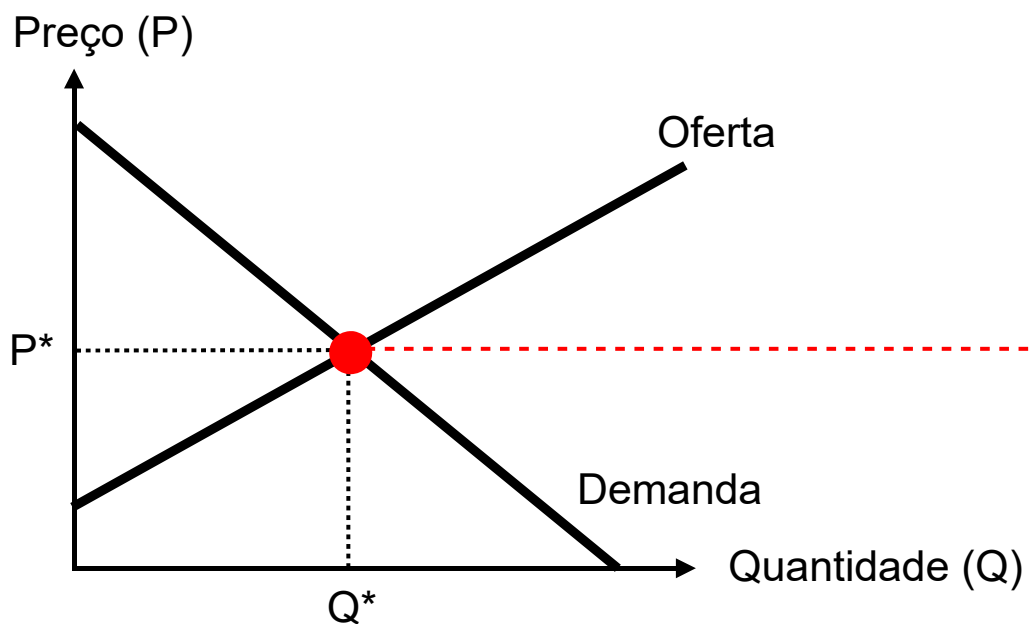


Mercado versus empresa competitiva

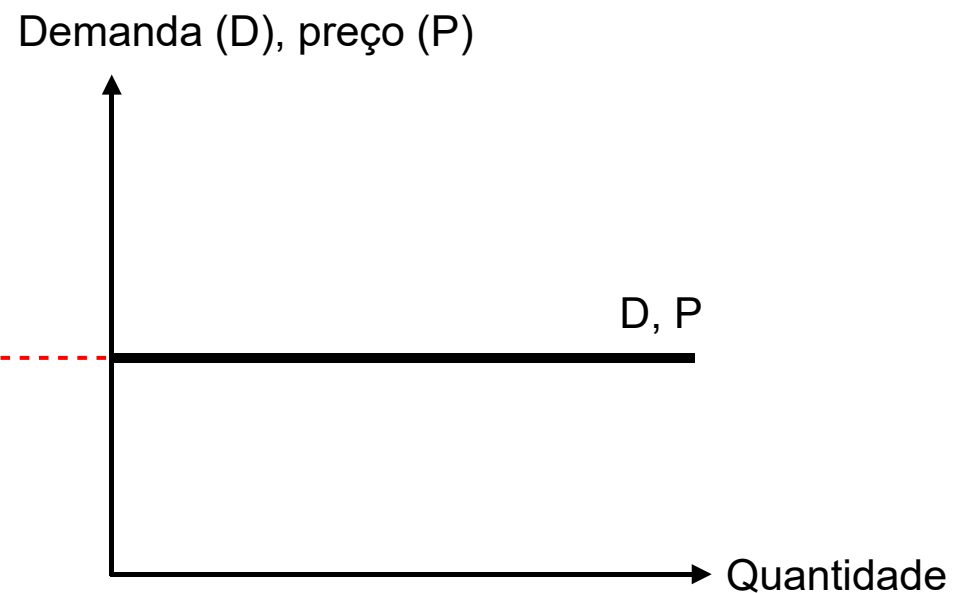
Mercado

(Oferta, demanda, equilíbrio de P^* e Q^*)



Empresa

(em competição perfeita / demanda, preço)



Oferta de acordo com a situação individual