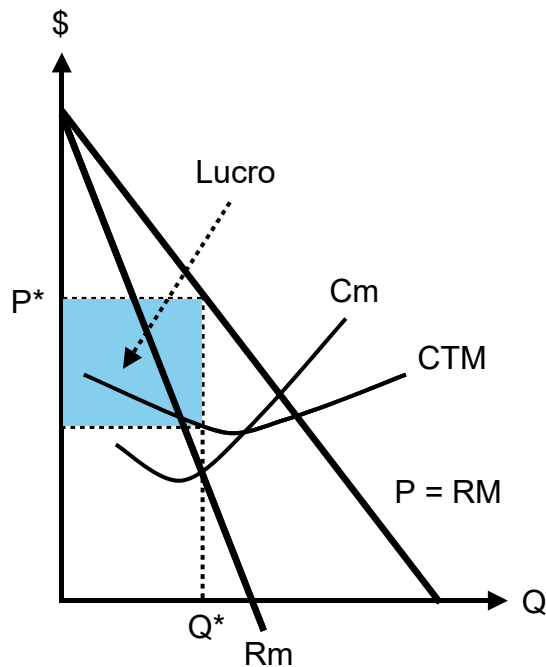


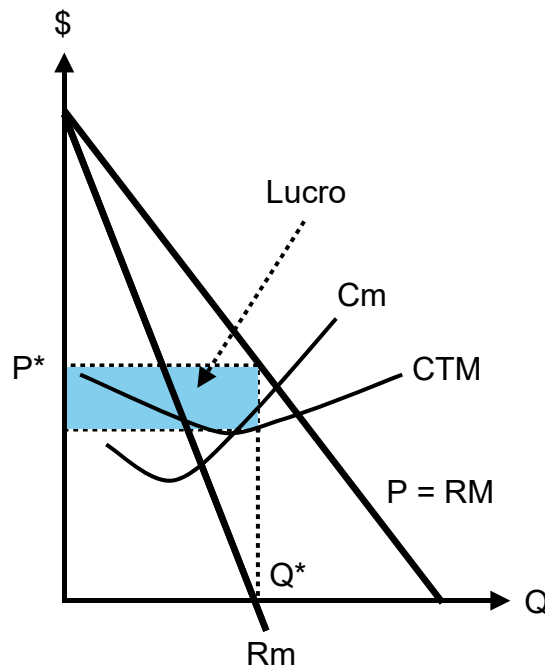
Monopólio (objetivos)

1 Lucro máximo
($C_m = R_m$; $P > CTM$)



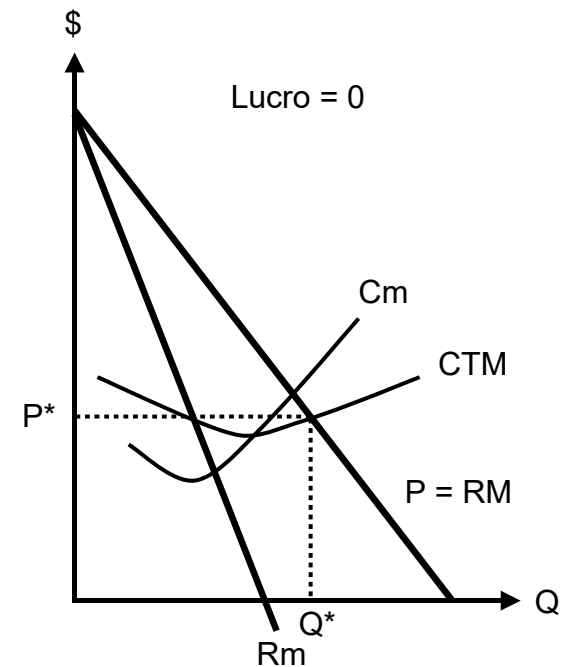
P = Preço
Q = Quantidade

2 Receita total máxima
($R_m = 0$; $P > CTM$)



RM = Receita média
Rm = Receita marginal

3 Quantidade máxima
($P = CTM = RM$)



CTM = Custo total médio
Cm = Custo marginal