

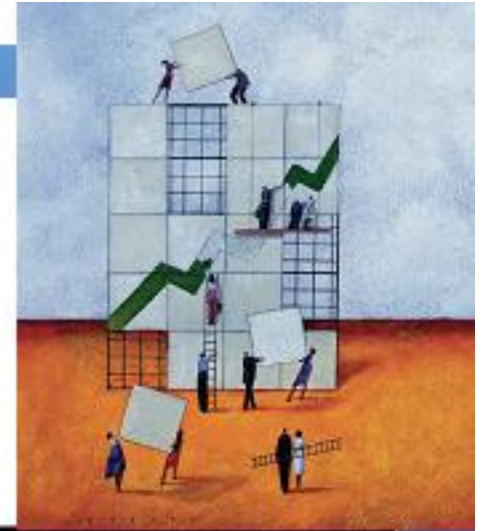
ECONOMICS

Principles and Applications

by

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HALL

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LIEBERMAN



ECONOMICS: Principles and Applications, 4e
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Chapter 1



What is Economics ?

Appendix: Tables and Graphs

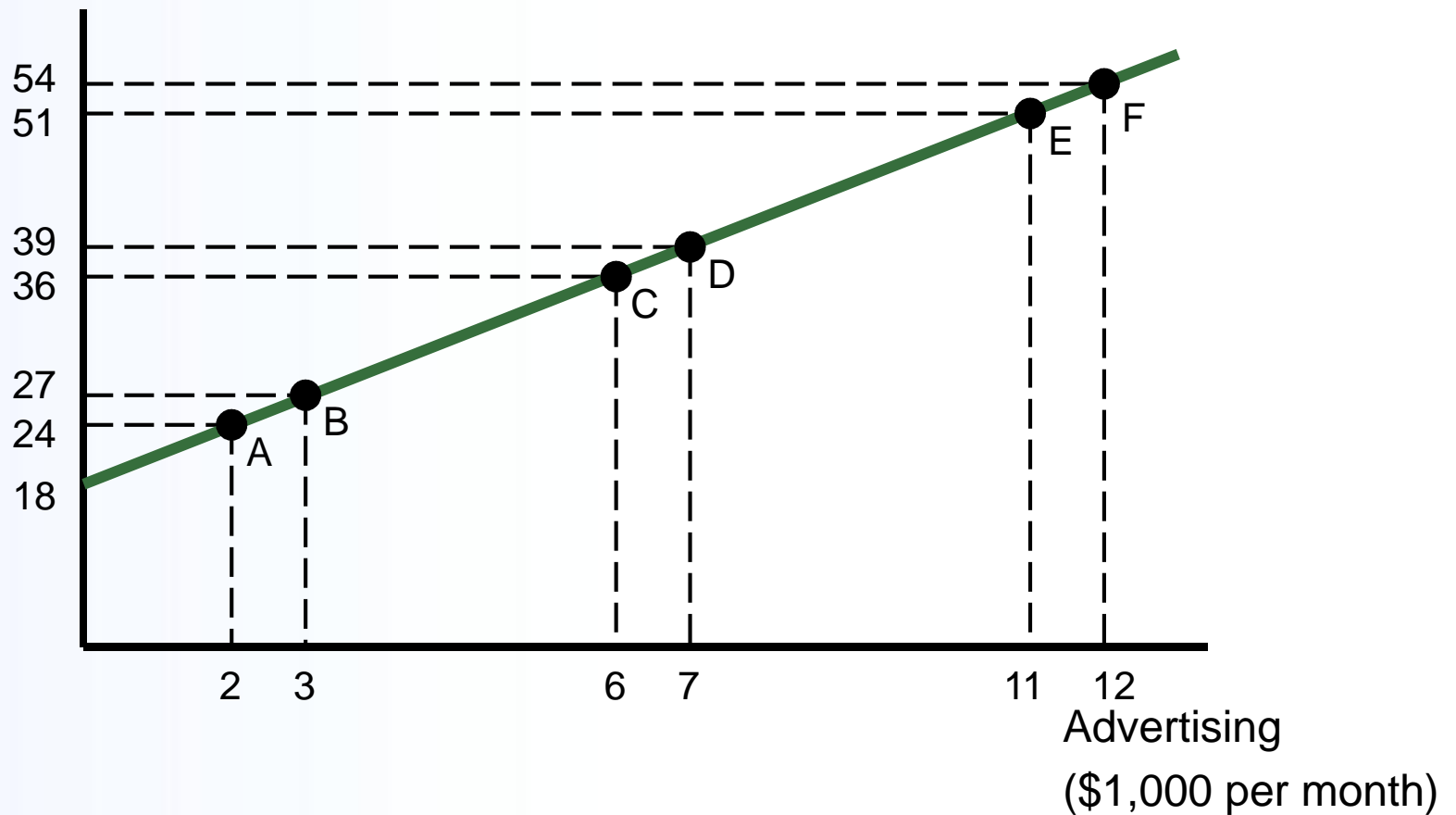
- **TABLE A.1** Advertising and Sales at Len & Harry's

Advertising Expenditures (\$1,000 per Month)	Sales (\$1,000 per Month)
2	24
3	27
6	36
7	39
11	51
12	54

Appendix: Tables and Graphs

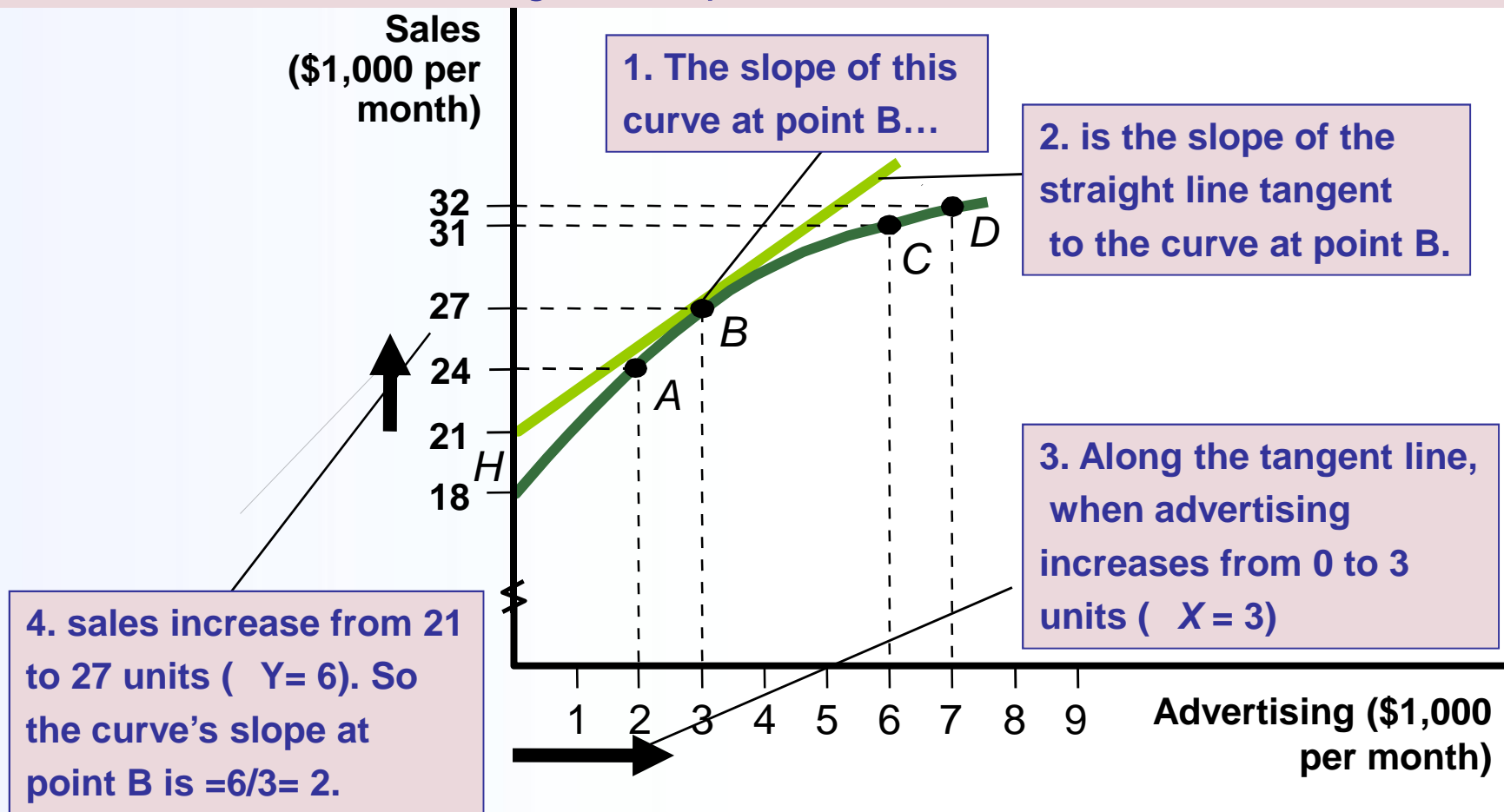
- FIGURE A.1** A Graph of Advertising and Sales

Sales (\$1,000 per month)



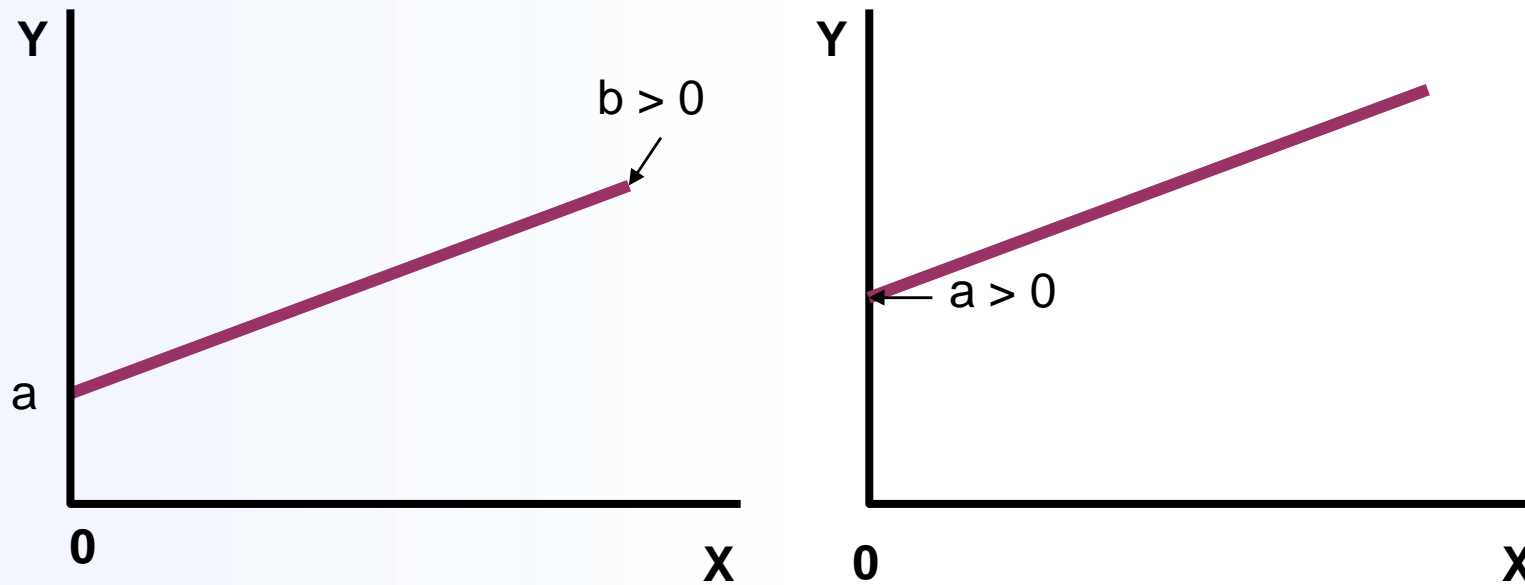
Appendix: Tables and Graphs

- **FIGURE A.2** Measuring the Slope of a Curve



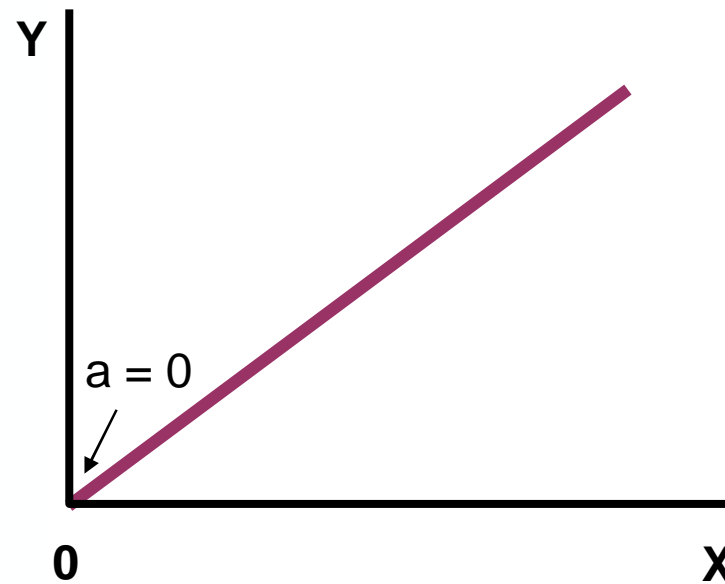
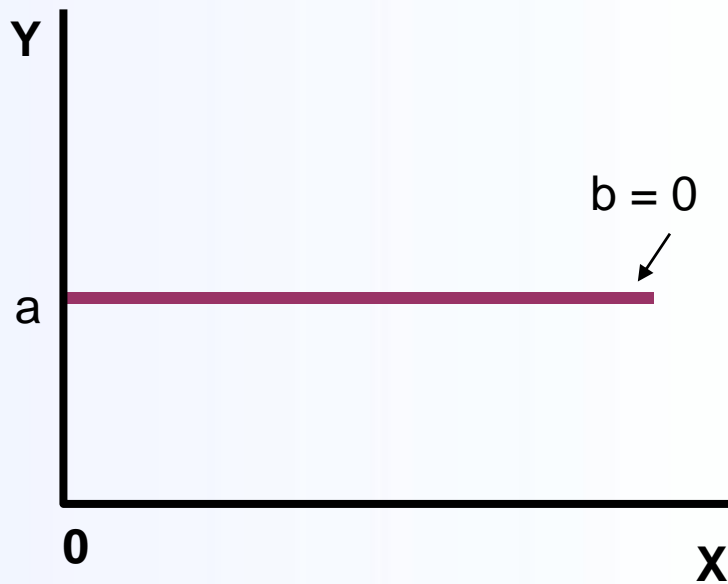
Appendix: Tables and Graphs

FIGURE A.3 Straight Lines with Different Slopes and Vertical Intercepts



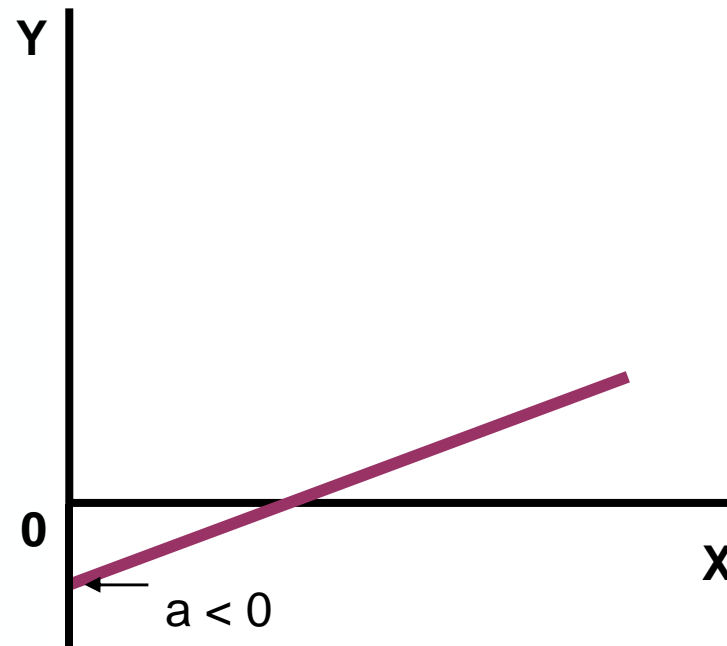
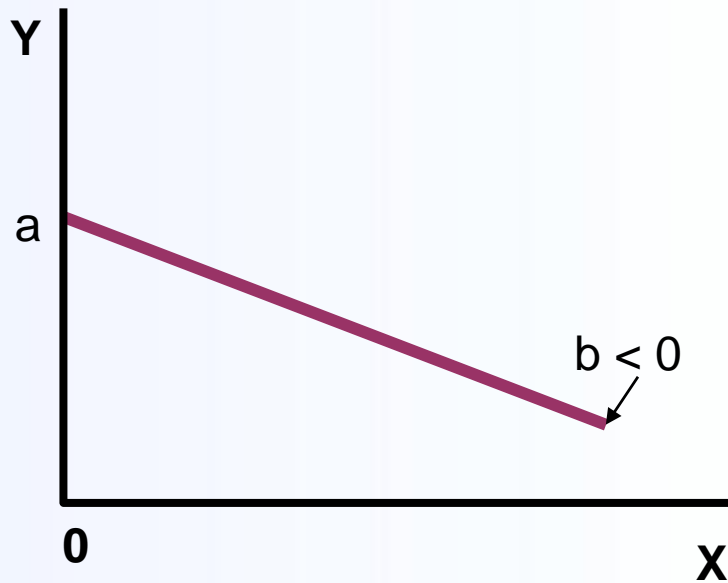
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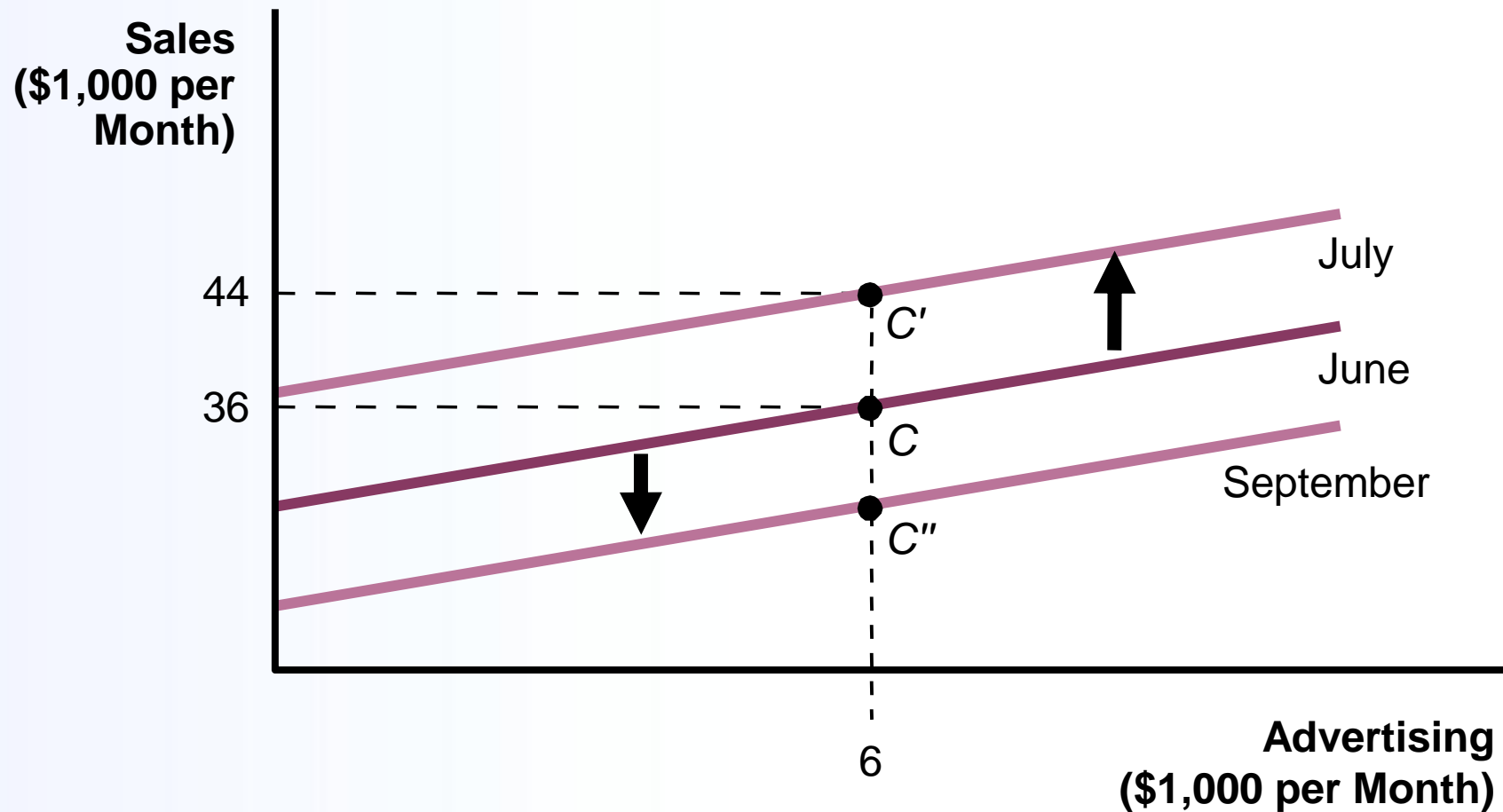
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FIGURE A.3 Straight Lines with Different Slopes and Vertical Intercepts



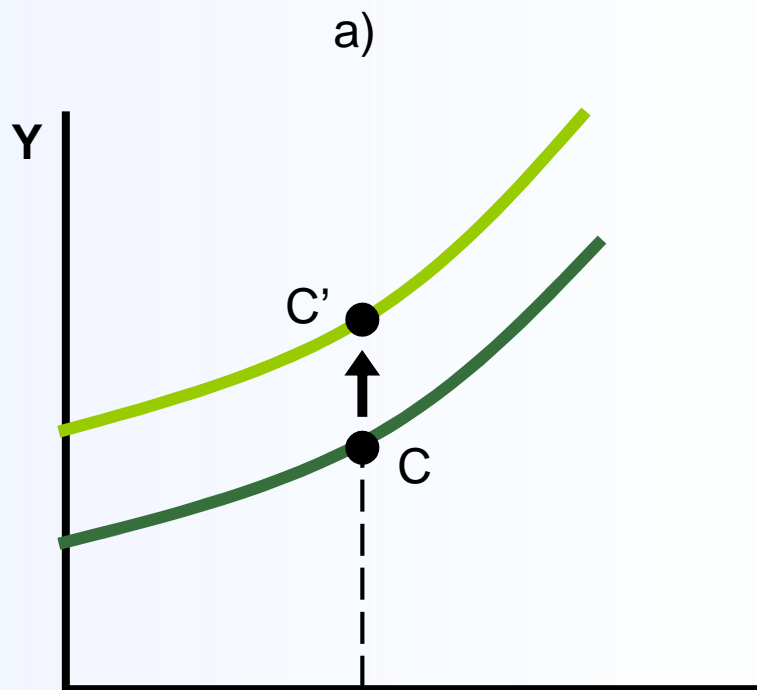
Appendix: Tables and Graphs

- **FIGURE A.4** Shifts in the Graph of Advertising and Sales

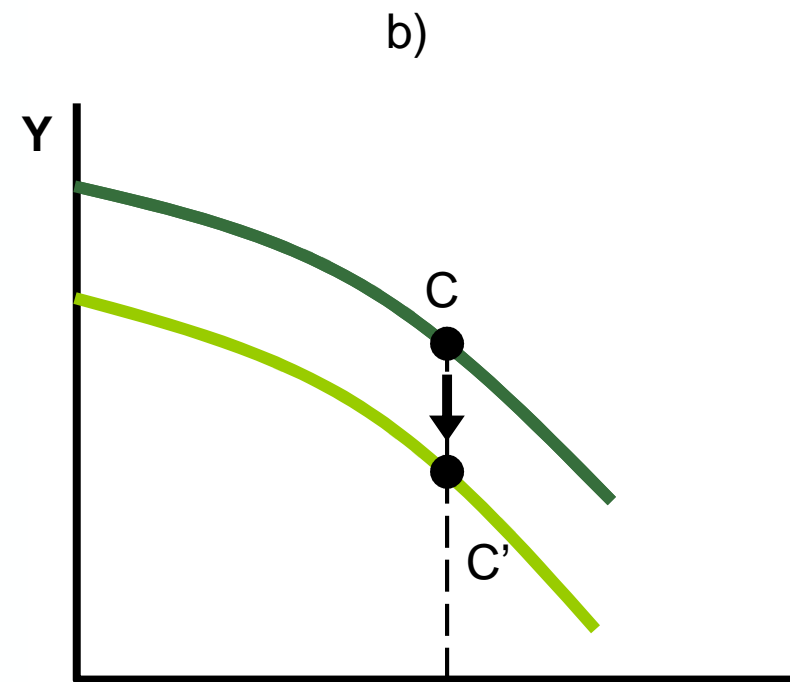


Appendix: Tables and Graphs

- **FIGURE A.5** Shifts of Curved Lines



An increase in Z causes an increase in Y at any value of X



An increase in Z causes a decrease in Y at any value of X