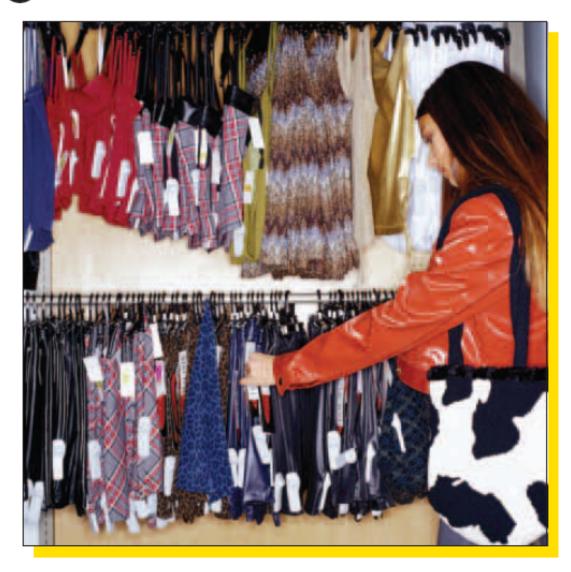
FOCUS ACTIVITIES Transparency 9

WHAT DETERMINES CHANGES IN DEMAND?



- How will demand change if you think these products are going out of style?
- 2. How would the lower prices of substitute goods affect the demand for the products shown here?