

## Elasticità e ricavo

$$\varepsilon(q, \Delta q, p, \Delta p) := \frac{\frac{\Delta q}{q}}{\frac{\Delta p}{p}} \quad \varepsilon(100, -10, 100, 10) = -1$$

$$E := -1.3$$

$$p := 100 \quad \Delta p := -12 \quad q := 150$$

$$R_0 := p \cdot q \quad R_0 = 15000$$

$$\Delta q := E \cdot \frac{\Delta p}{p} \cdot q \quad \Delta q = 23.4$$

$$R_1 := (p + \Delta p) \cdot (q + \Delta q) \quad R_1 = 15259.2$$

Le cose si complicano ...

$$\varepsilon_c(q, \Delta q, p, \Delta p) := \frac{\frac{\Delta q}{q + \frac{\Delta q}{2}}}{\frac{\Delta p}{p + \frac{\Delta p}{2}}} \quad \varepsilon_c(100, -10, 100, 10) = -1.11$$

$$E := -1$$

$$p := 100 \quad \Delta p := 12 \quad q := 150$$

$$R_0 := p \cdot q \quad R_0 = 15000$$

$$a := \frac{\Delta p}{p + \frac{\Delta p}{2}} \cdot E \quad \Delta q := \frac{a \cdot q}{1 - \frac{a}{2}}$$

$$R_1 := (p + \Delta p) \cdot (q + \Delta q) \quad R_1 = 15000$$