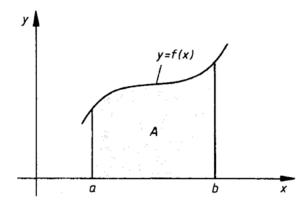
Definite integral

Area under a curve

$$\begin{array}{rcl} f: \ D \ \rightarrow \ \mathbb{R} & (D \subseteq \mathbb{R}) \\ x \ \mapsto & y = f(x) \end{array}$$

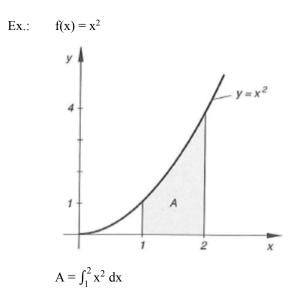
Suppose that $f(x) \ge 0$ on the interval $a \le x \le b$



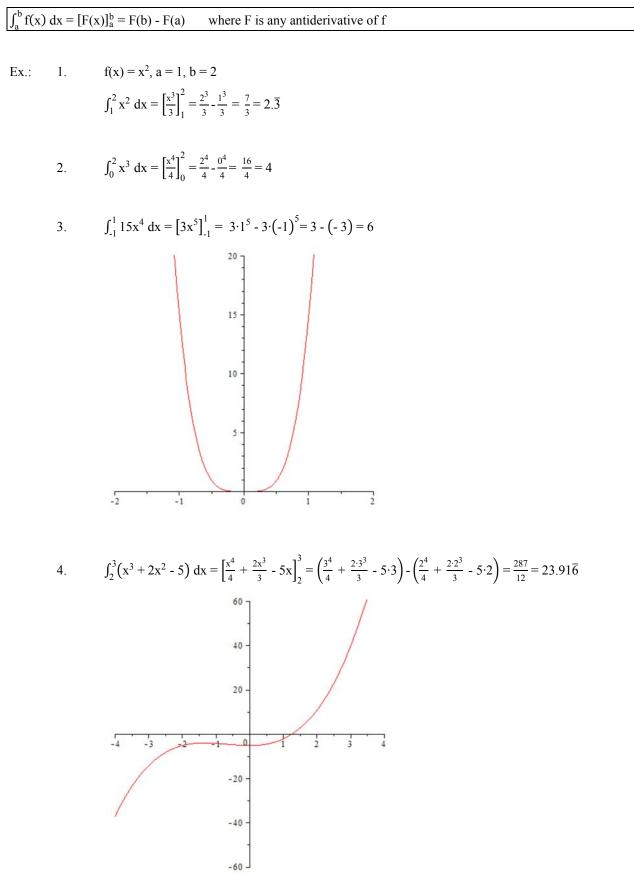
A = area between the graph of f and the x-axis on the interval $a \le x \le b$

Definition

The area A between the graph of f and the x-axis on the interval $a \le x \le b$ is the **definite integral** of f from a to b, denoted $\int_a^b f(x) dx$. $A = \int_a^b f(x) dx$



Fundamental theorem of calculus



Consumer's Surplus

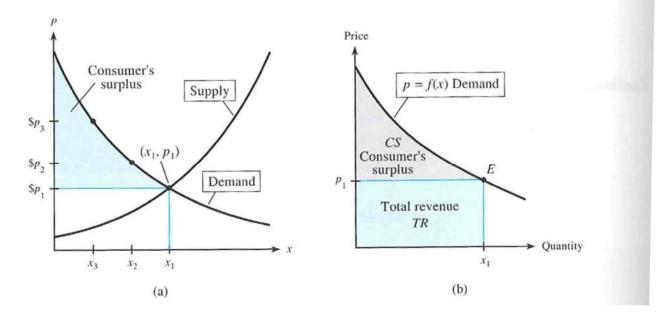
Suppose that the demand for a product is given by p = f(x) and that the supply of the product is described by p = g(x). The price p_1 where the graphs of these functions intersect is the **equilibrium price** (see Figure 13.21(a)). As the demand curve shows, some consumers (but not all) would be willing to pay more than p_1 for the product.

For example, some consumers would be willing to buy x_3 units if the price were p_3 . Those consumers willing to pay more than p_1 are benefiting from the lower price. The total gain for all those consumers willing to pay more than p_1 is called the **consumer's surplus**, and under proper assumptions the area of the shaded region in Figure 13.21(a) represents this consumer's surplus.

Looking at Figure 13.21(b), we see that if the demand curve has equation p = f(x), the consumer's surplus is given by the area between f(x) and the x-axis from 0 to x_1 , minus the area of the rectangle denoted TR:

$$CS = \int_0^{x_1} f(x) \, dx - p_1 x_1$$

Note that with equilibrium price p_1 and equilibrium quantity x_1 , the product p_1x_1 is the area of the rectangle that represents the total dollars spent by consumers and received as revenue by producers (see Figure 13.21(b)).



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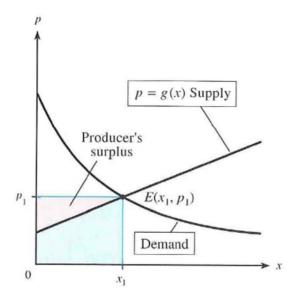
Producer's Surplus

When a product is sold at the equilibrium price, some producers will also benefit, for they would have sold the product at a lower price. The area between the line $p = p_1$ and the supply curve (from x = 0 to $x = x_1$) gives the producer's surplus (see Figure 13.23).

If the supply function is p = g(x), the **producer's surplus** is given by the area between the graph of p = g(x) and the x-axis from 0 to x_1 subtracted from the area of the rectangle $0x_1Ep_1$.

$$PS = p_1 x_1 - \int_0^{x_1} g(x) \, dx$$

Note that p_1x_1 represents the total revenue at the equilibrium point.



from: Harshbarger/Reynolds: Mathematical applications for the management, life, and social sciences Houghton Mifflin Company 2007, ISBN 978-0-618-73162-6 p. 906, 907