Study this cartoon and review the sections entitled “Understanding Demand” and “Shifts of the Demand Curve” beginning on page 79 before answering the questions below.

1. (a) Which of the men is selling a new product?

(b) What is his product?

2. What problem does the seller have with his new product?

3. Analyzing Information  According to the law of demand, what effect might lowering the price of the product have on sales?

4. Identifying Alternatives  What effect might an advertising campaign have on sales of the product?

5. Synthesizing Information  Is a portable laptop or notebook computer a product that would be a complement to or a substitute for the nose-top computer? Explain your answer.