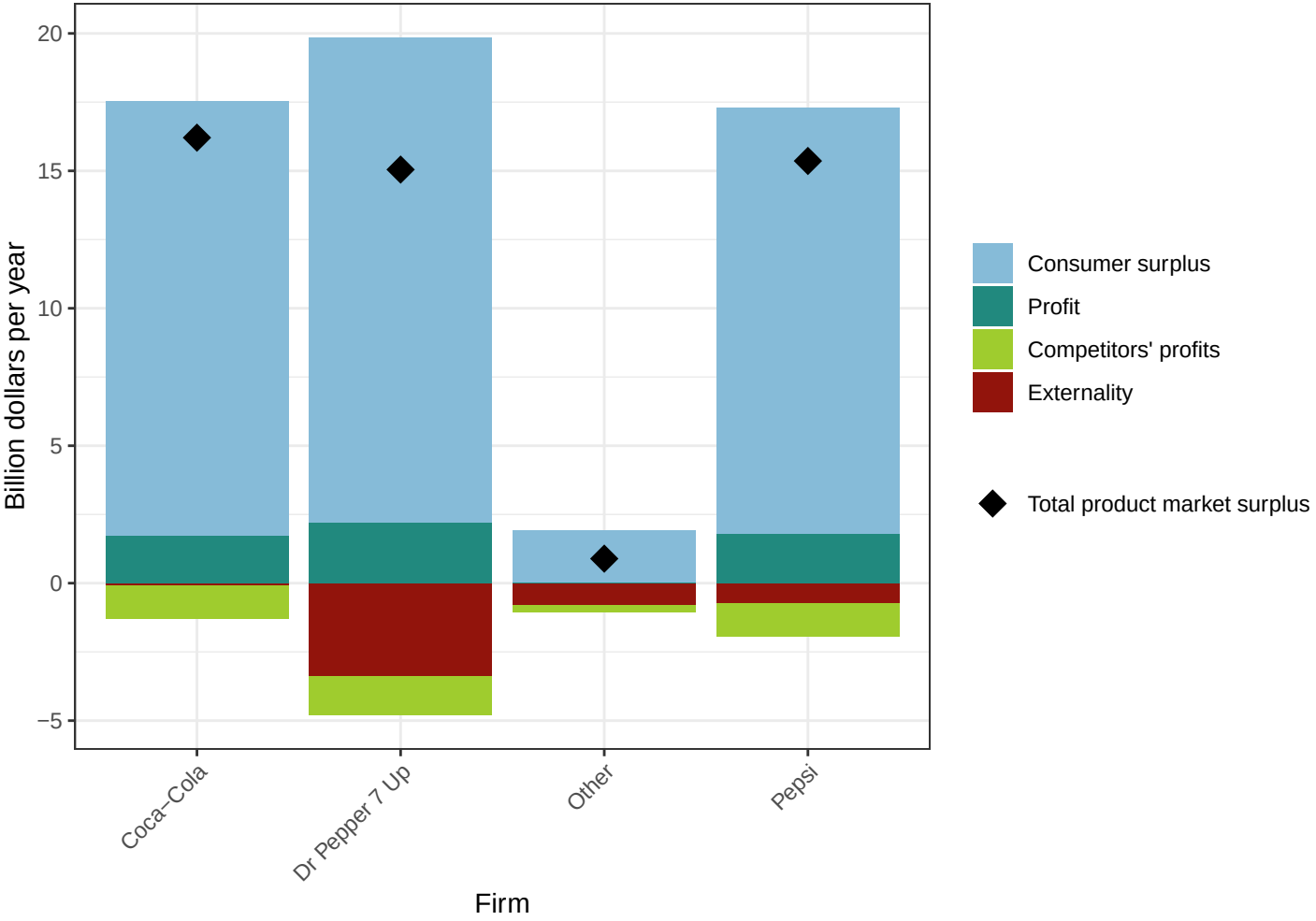
20
15
10
5
0
−5
Billion dollars per year
Coca−Cola
Dr Pepper 7 Up
Other
Pepsi
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus