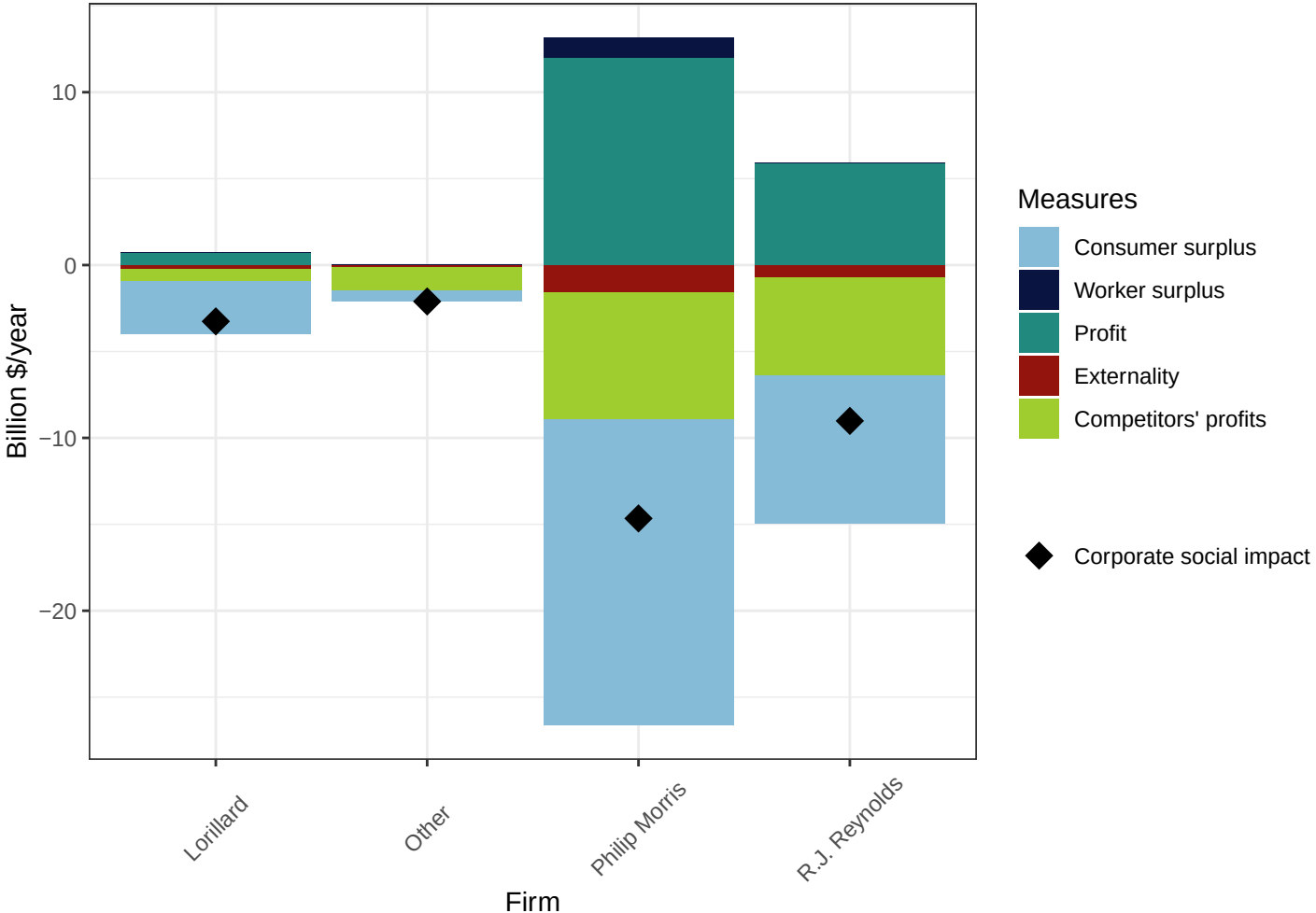
10
0
−10
−20
Billion $/year
Lorillard
Other
Philip Morris
R.J. Reynolds
Firm
Measures
Consumer surplus
Worker surplus
Profit
Externality
Competitors' profits
Corporate social impact