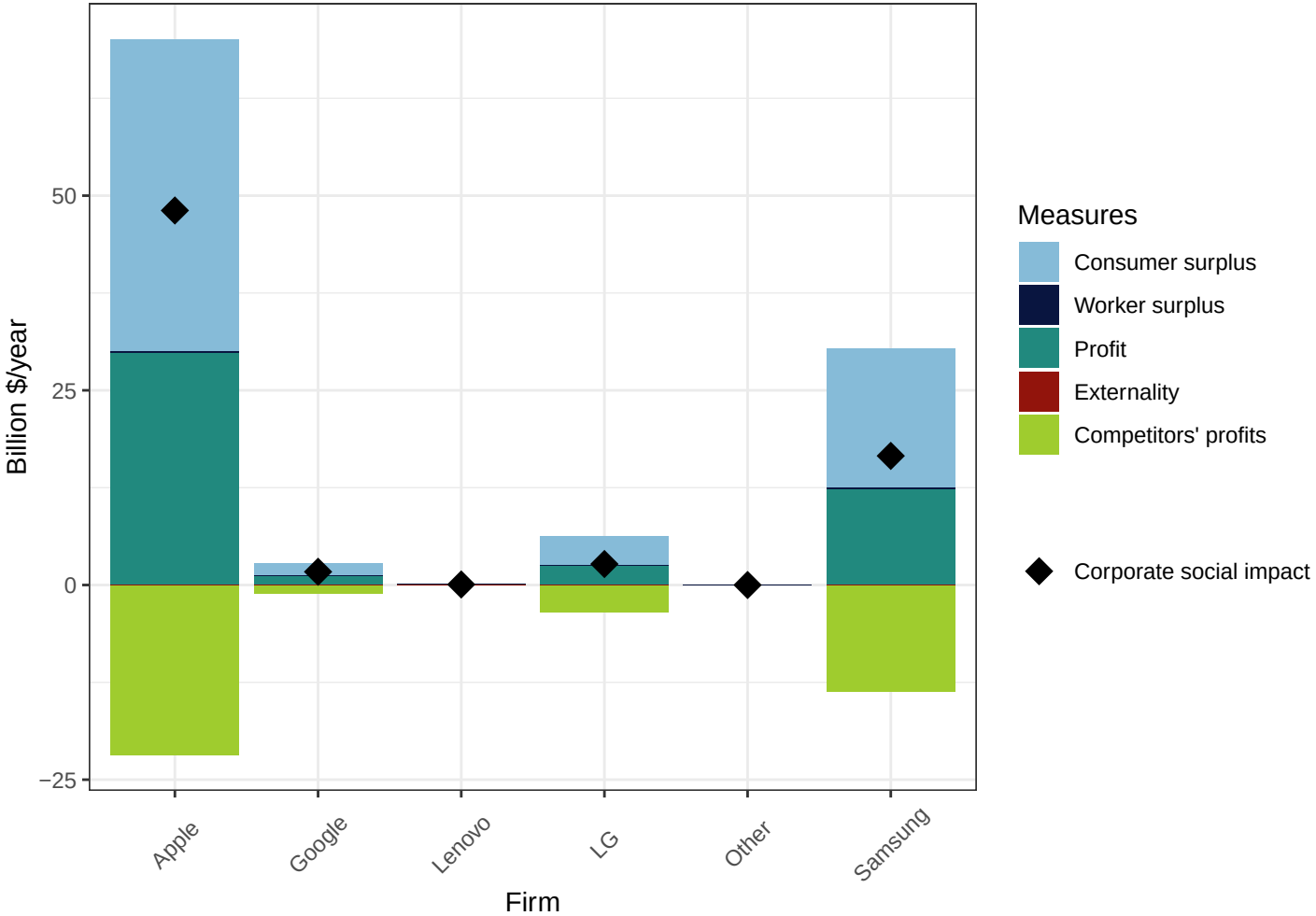
Billion $/year
50
25
0
−25
Apple
Google
Lenovo
LG
Other
Samsung
Firm
Measures
Consumer surplus
Worker surplus
Profit
Externality
Competitors' profits
Corporate social impact