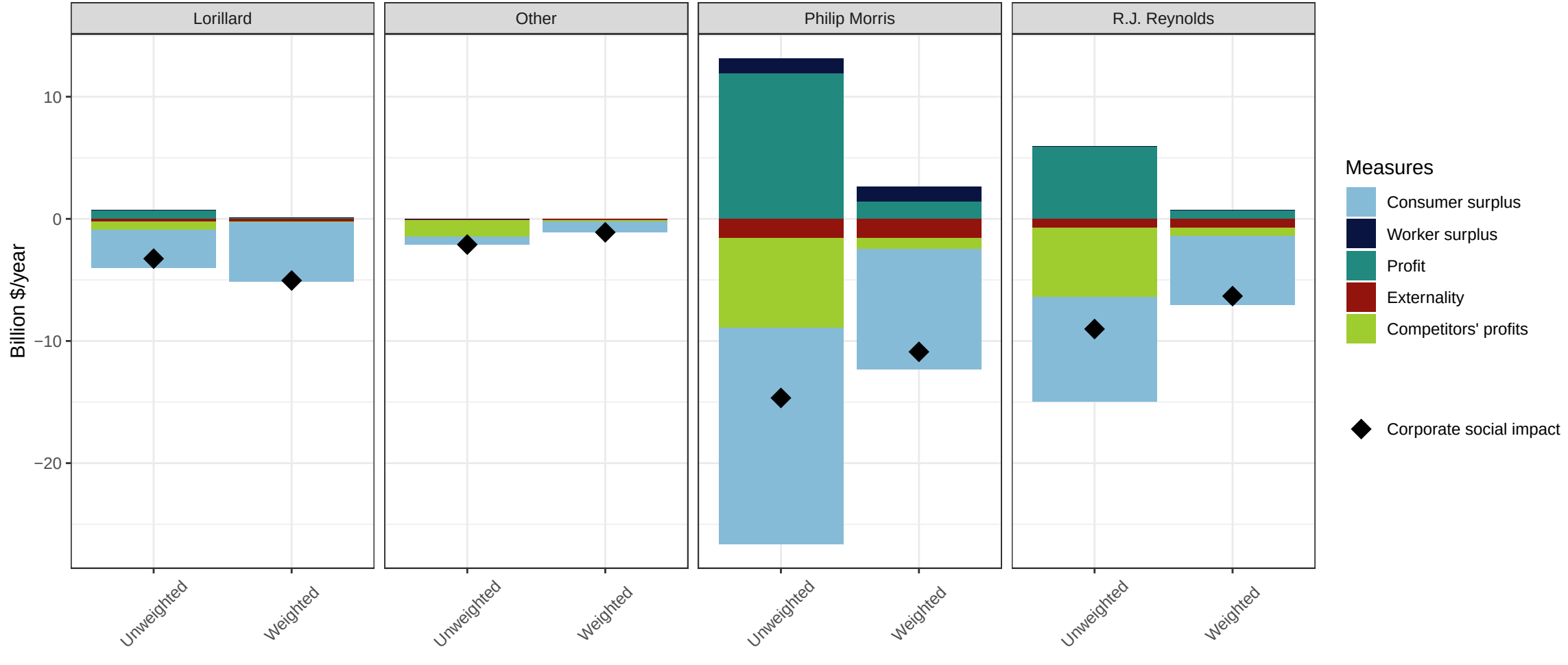
Lorillard
Other
Philip Morris
R.J. Reynolds
Billion $/year
10
0
−10
−20
Unweighted
Weighted
Measures
Consumer surplus
Worker surplus
Profit
Externality
Competitors' profits
Corporate social impact