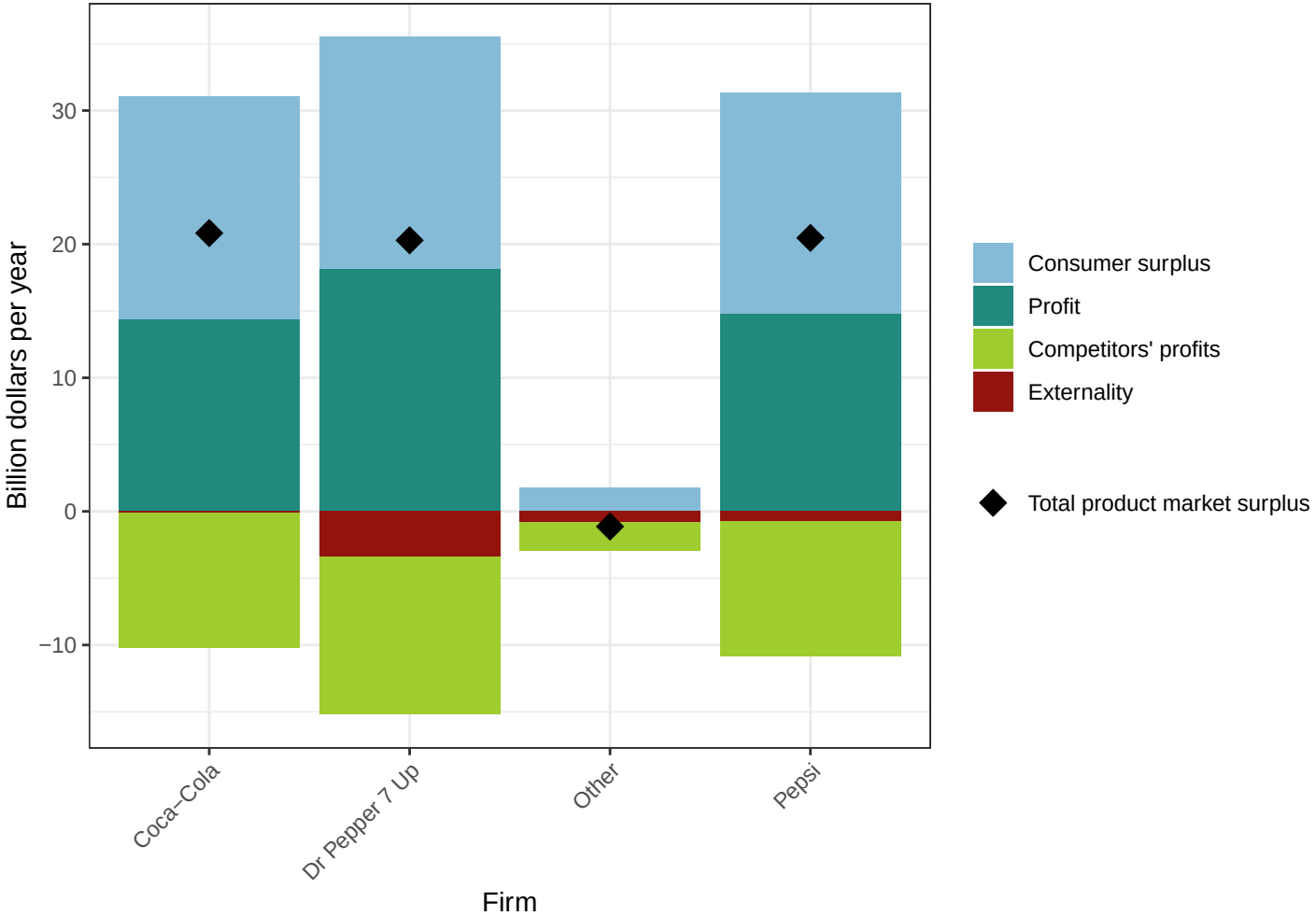
Billion dollars per year
30
20
10
0
−10
Coca−Cola
Dr Pepper 7 Up
Other
Pepsi
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus