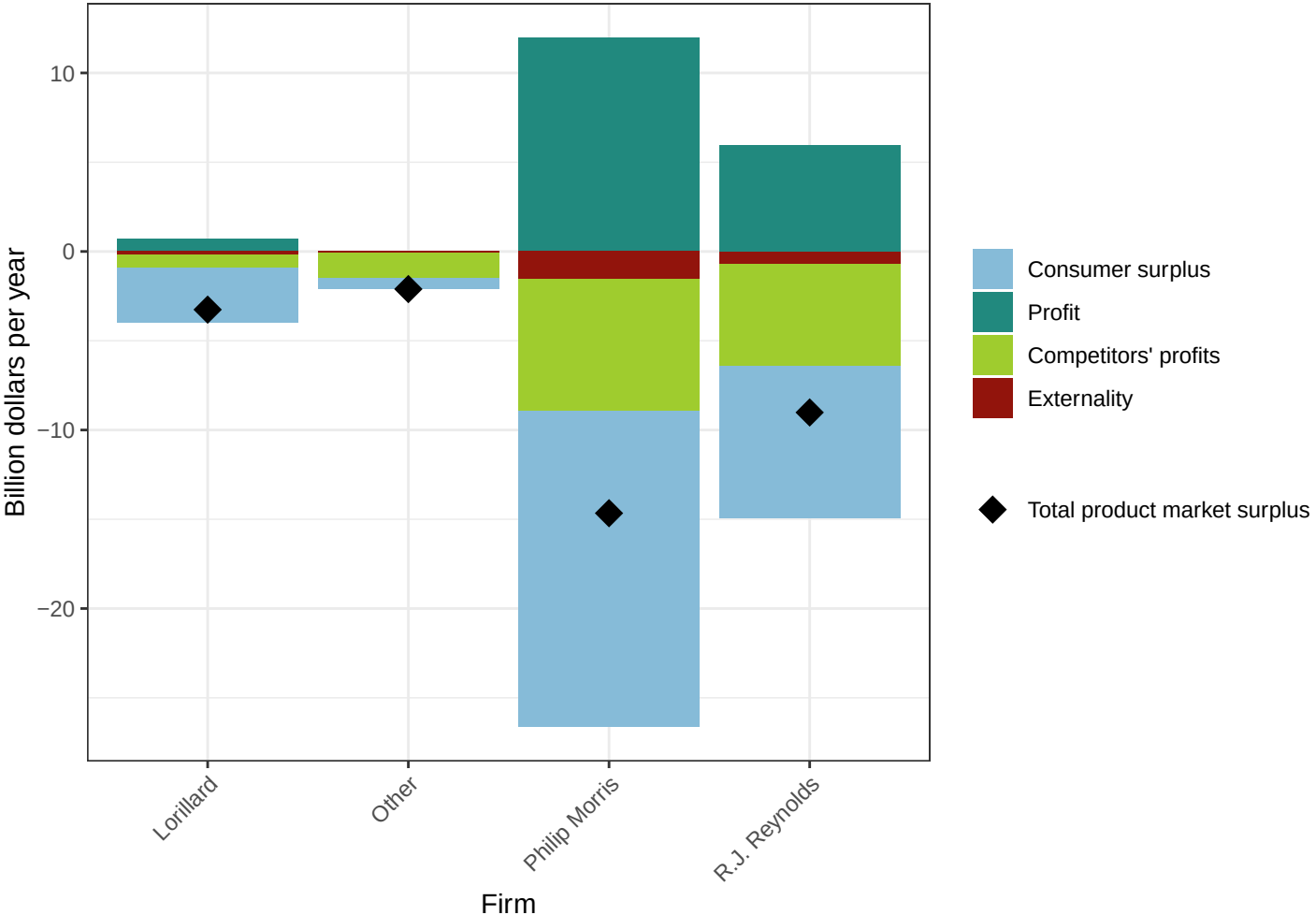
10
0
−10
−20
Billion dollars per year
Lorillard
Other
Philip Morris
R.J. Reynolds
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus