

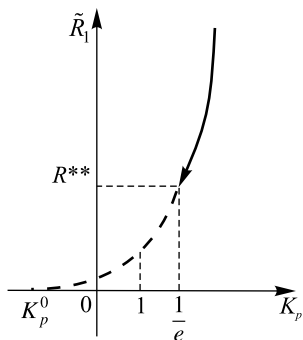
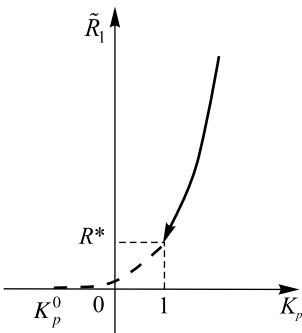
a/a $\bar{\sigma}/b$ 

Рис. 4. График функции максимума выручки $\tilde{R}_1 = \tilde{R}_1(K_p)$:

$$K_p > 1, e > 1 \text{ (a)}; K_p > \frac{1}{e}, 0 < e < 1 \text{ (б)}$$

Fig. 4. The graph of the revenue maximum function $\tilde{R}_1 = \tilde{R}_1(K_p)$:

$$K_p > 1, e > 1 \text{ (a)}; K_p > \frac{1}{e}, 0 < e < 1 \text{ (b)}$$