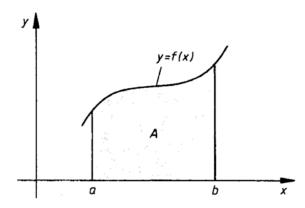
# **Definite integral**

#### Area under a curve

$$\begin{array}{ccc} f \colon \ D \ \to \ \mathbb{R} \\ x \ \mapsto \ y = f(x) \end{array} \qquad (D \subseteq \mathbb{R})$$

Suppose that  $f(x) \ge 0$  on the interval  $a \le x \le b$ 



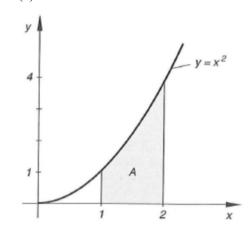
A = area between the graph of f and the x-axis on the interval  $a \le x \le b$ 

#### **Definition**

The area A between the graph of f and the x-axis on the interval  $a \le x \le b$  is the **definite integral** of f from a to b, denoted  $\int_a^b f(x) dx$ .  $A = \int_a^b f(x) dx$ 

$$A = \int_a^b f(x) dx$$

Ex.: 
$$f(x) = x^2$$



$$A = \int_1^2 x^2 dx$$

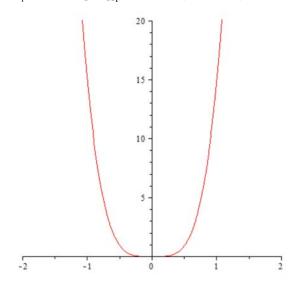
#### Fundamental theorem of calculus

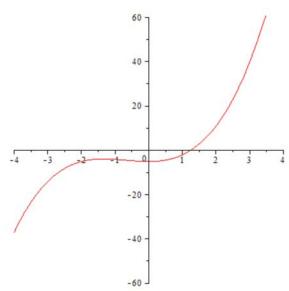
 $\int_{a}^{b} f(x) dx = [F(x)]_{a}^{b} = F(b) - F(a) \quad \text{where F is any antiderivative of f}$ 

Ex.: 1. 
$$f(x) = x^2$$
,  $a = 1$ ,  $b = 2$  
$$\int_1^2 x^2 dx = \left[\frac{x^3}{3}\right]_1^2 = \frac{2^3}{3} - \frac{1^3}{3} = \frac{7}{3} = 2.\overline{3}$$

2. 
$$\int_0^2 x^3 dx = \left[\frac{x^4}{4}\right]_0^2 = \frac{2^4}{4} - \frac{0^4}{4} = \frac{16}{4} = 4$$

3. 
$$\int_{-1}^{1} 15x^4 dx = \left[3x^5\right]_{-1}^{1} = 3 \cdot 1^5 - 3 \cdot \left(-1\right)^5 = 3 - \left(-3\right) = 6$$





### **Consumer's Surplus**

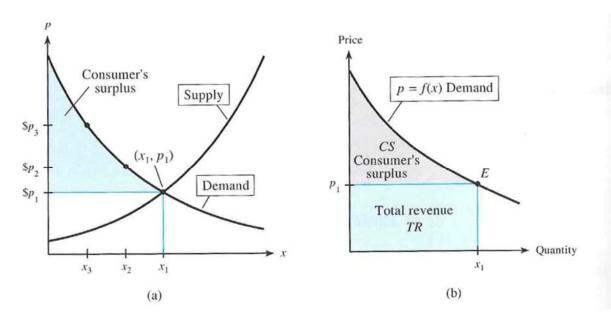
Suppose that the demand for a product is given by p = f(x) and that the supply of the product is described by p = g(x). The price  $p_1$  where the graphs of these functions intersect is the **equilibrium price** (see Figure 13.21(a)). As the demand curve shows, some consumers (but not all) would be willing to pay more than  $p_1$  for the product.

For example, some consumers would be willing to buy  $x_3$  units if the price were  $p_3$ . Those consumers willing to pay more than  $p_1$  are benefiting from the lower price. The total gain for all those consumers willing to pay more than  $p_1$  is called the **consumer's surplus**, and under proper assumptions the area of the shaded region in Figure 13.21(a) represents this consumer's surplus.

Looking at Figure 13.21(b), we see that if the demand curve has equation p = f(x), the consumer's surplus is given by the area between f(x) and the x-axis from 0 to  $x_1$ , minus the area of the rectangle denoted TR:

$$CS = \int_0^{x_1} f(x) \, dx - p_1 x_1$$

Note that with equilibrium price  $p_1$  and equilibrium quantity  $x_1$ , the product  $p_1x_1$  is the area of the rectangle that represents the total dollars spent by consumers and received as revenue by producers (see Figure 13.21(b)).



from: Harshbarger/Reynolds: Mathematical applications for the management, life, and social sciences Houghton Mifflin Company 2007, ISBN 978-0-618-73162-6 p. 904

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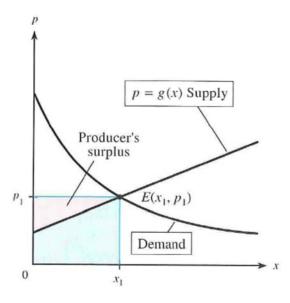
## **Producer's Surplus**

When a product is sold at the equilibrium price, some producers will also benefit, for they would have sold the product at a lower price. The area between the line  $p = p_1$  and the supply curve (from x = 0 to  $x = x_1$ ) gives the producer's surplus (see Figure 13.23).

If the supply function is p = g(x), the **producer's surplus** is given by the area between the graph of p = g(x) and the x-axis from 0 to  $x_1$  subtracted from the area of the rectangle  $0x_1Ep_1$ .

$$PS = p_1 x_1 - \int_0^{x_1} g(x) \, dx$$

Note that  $p_1x_1$  represents the total revenue at the equilibrium point.



from: Harshbarger/Reynolds: Mathematical applications for the management, life, and social sciences Houghton Mifflin Company 2007, ISBN 978-0-618-73162-6 p. 906, 907