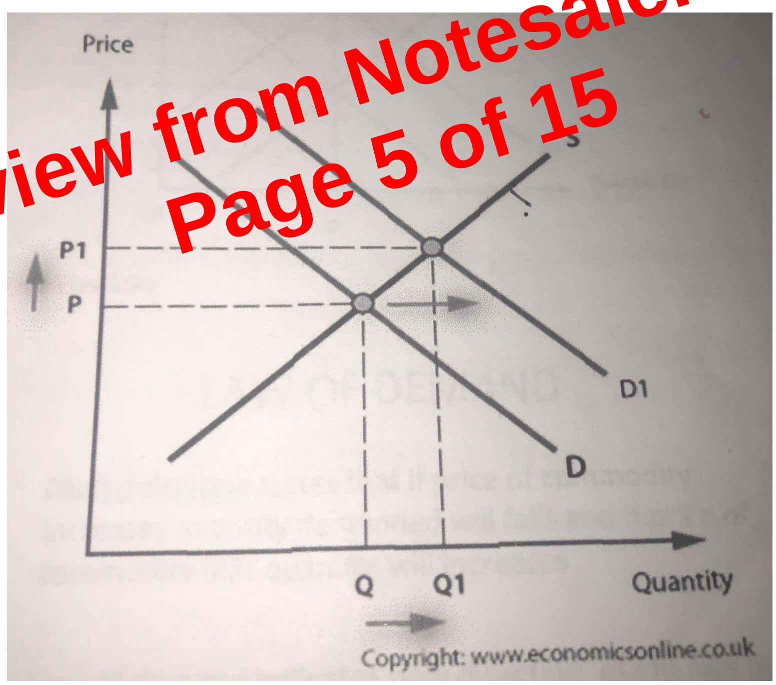
- Prices of SUBSTITUTES
- Prices of CONPLEMENTARY GOODS
- Expectations of Price Changes

Shift factors of supply (Forces other than price that affect how much of a good is supplied)

- Changes in INPUT PRICES
- Changes in TECHNOLOGY
- Price of ALTERNATIVES (other products the firm produces with more or less the same inputs)
- Expected PRICE changes
- Changes in WEATHER

THE PRICE CHANGES with the Shifts in the Demand Curve



Perfectly Competitive Market	**Monopolistic Competition**	**Oligopoly**	**Monopoly**
• Less Market Power • Price Takers • Goods are homogenous • Free entry and exit • Perfect Information	• Many firms • Free entry and Exit • Differentiated but highly substitutable product	• Small number of firms • Product differentiated may or may not exist • Barriers to entry	• There is market power • Single seller • One product (Limited or no good substitutes) • Barriers to entry