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Very interesting topic in economic point of view which seeking of balance between consumer welfare and firm profit making. As all know, the nature of business is maximizing profit, where price will be set as high as possible as long as consumer willing to pay for it. Case of Apple Inc's iphone may precisely demonstrate this situation, especially their pricing modeling strategy which heavily base on China sales volume forecasting for latest and previous model of iphone. This is where the classic economic theory sunk, cause when price increase, the volume of sales increase as well!