

marginal revenue *(mar-gin-al-rev-e-nue)*

Definition

n. the additional income generated from the sale of one more unit of a good or service. it is calculated as the change in total revenue divided by the change in quantity sold.

Example Sentence

The business owner analyzed the **marginal revenue** to determine how much profit he would earn from selling one more product.

More Example Sentences

Understanding **marginal revenue** helps companies make better pricing and production decisions.

Synonyms

additional income; extra revenue; incremental revenue

Antonyms

fixed cost; loss; expense

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