

## Max-Min Worksheet 3

**Problem.** Suppose that the cost of publishing a small book is \$10,000 to set up the (annual) press run plus \$8 for each book printed. The publisher sold 7000 copies last year at \$13 each, but sales dropped to 5000 copies this year when the price was raised to \$15 per copy. Assume that up to 10,000 copies can be printed in a single press run. How many copies should be printed, and what should be the selling price of each copy, to maximize the year's profit on this book?