

**Illustrations for Chapter Six: Needs and Value.**

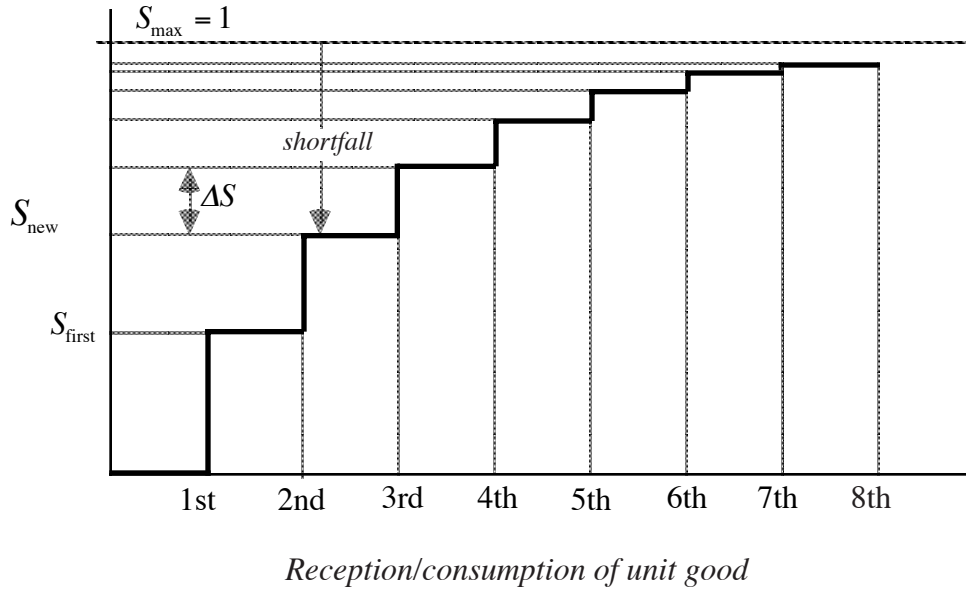


Figure 6.1 Satisfaction (utility) and value (marginal utility) on the shortfall model.

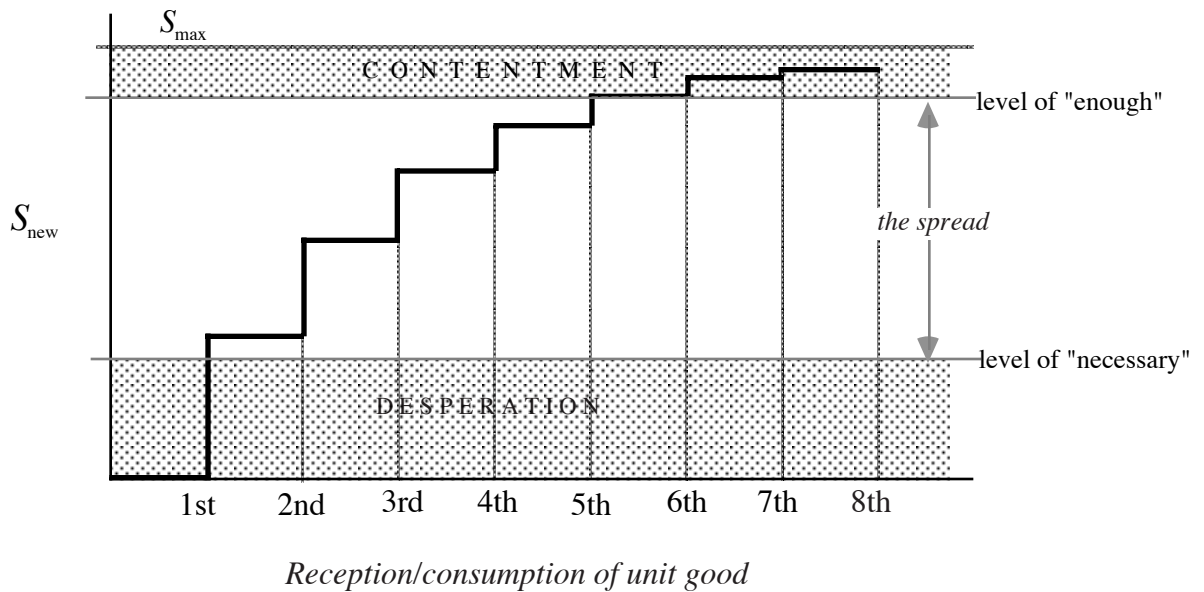


Figure 6.2 Levels of "necessary" and "enough" satisfaction.

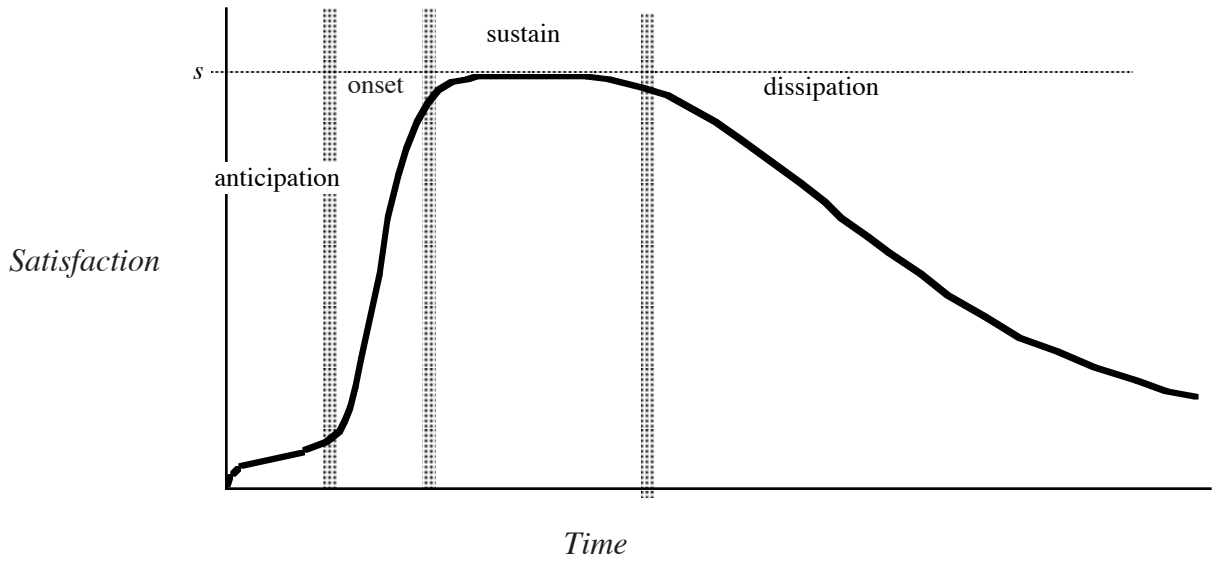


Figure 6.3 One typical "satisfaction wave."

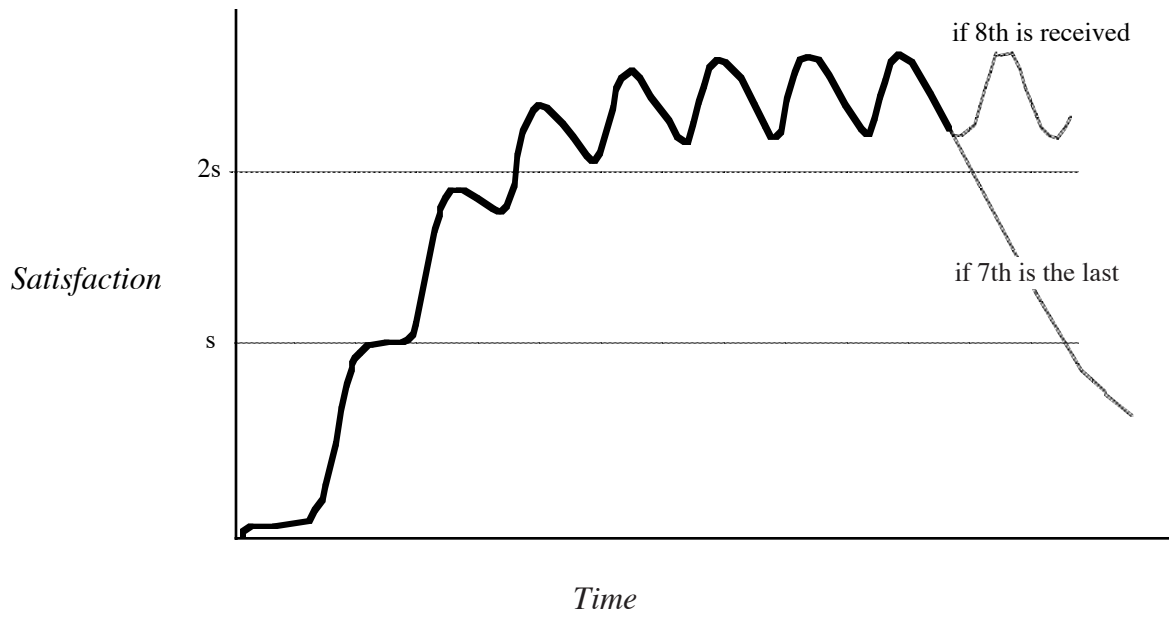


Figure 6.4 Cumulative satisfaction from a series of equally-spaced waves

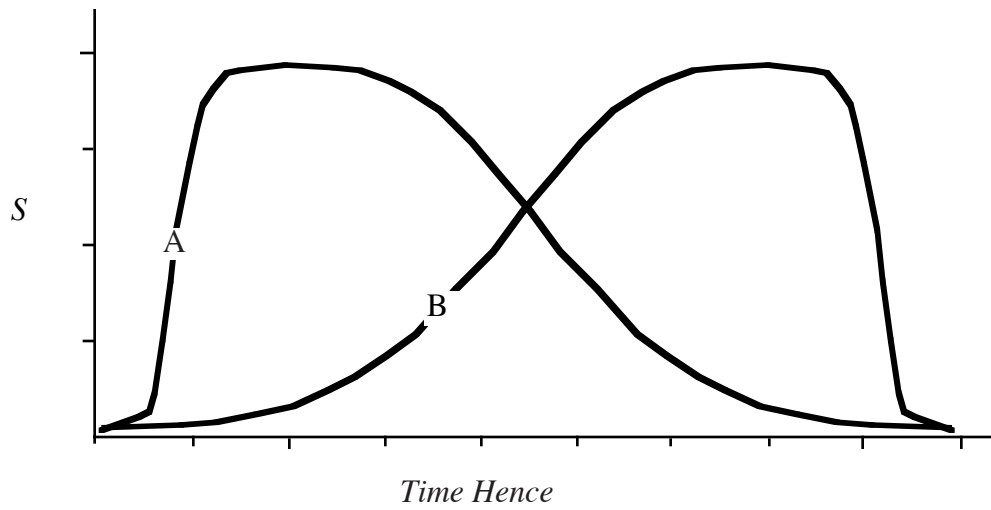


Figure 6.5 Two goods with mirror-imaged satisfaction waves

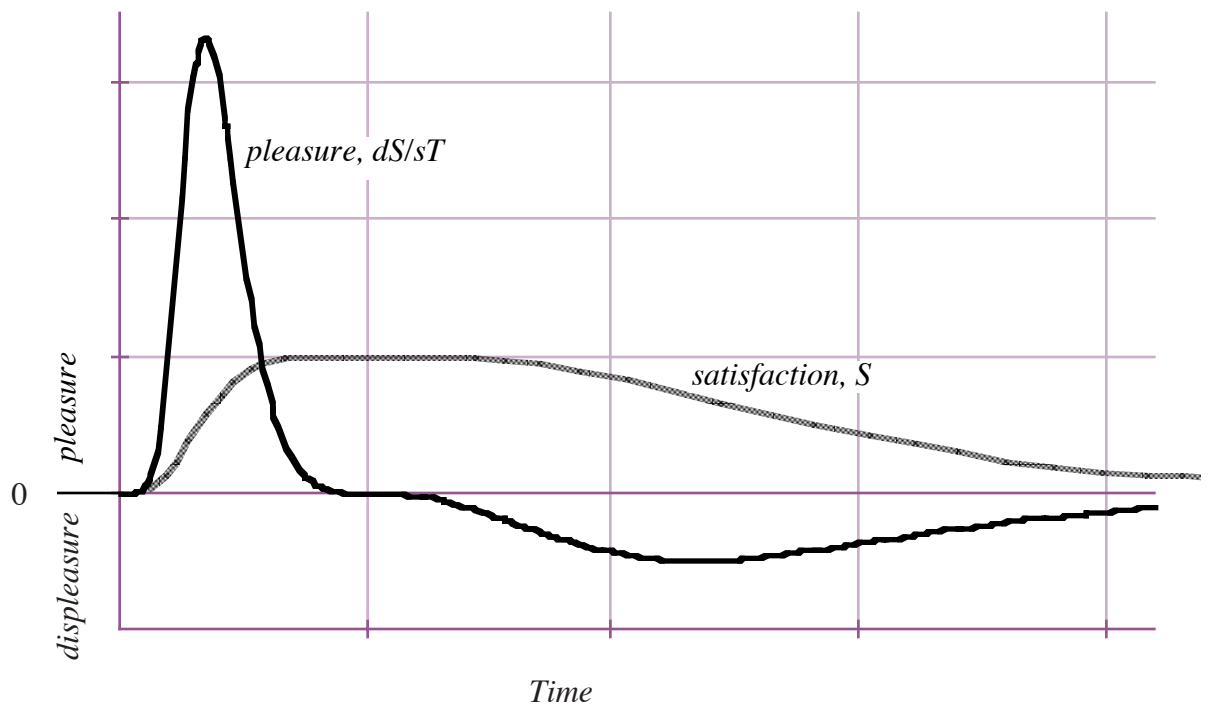


Figure 6.6 A satisfaction wave and its corresponding "pleasure wave"

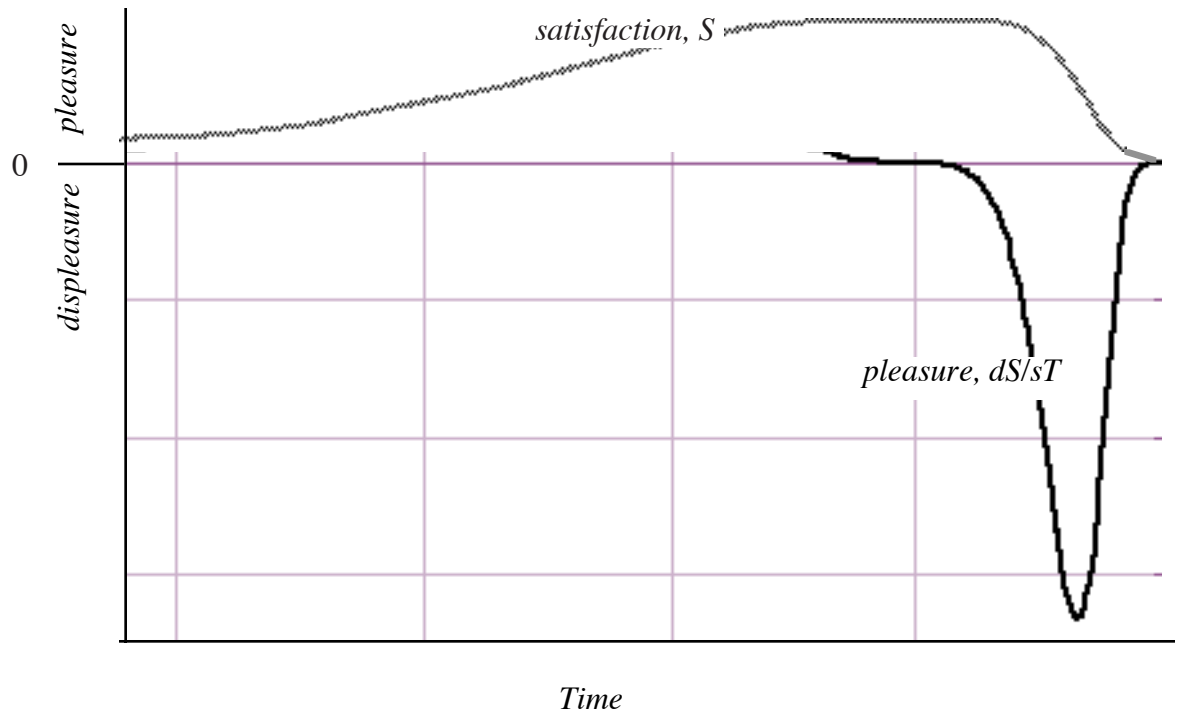


Figure 6.7 Mirror image of the satisfaction wave of Figure 6.7, and its corresponding "pleasure wave"

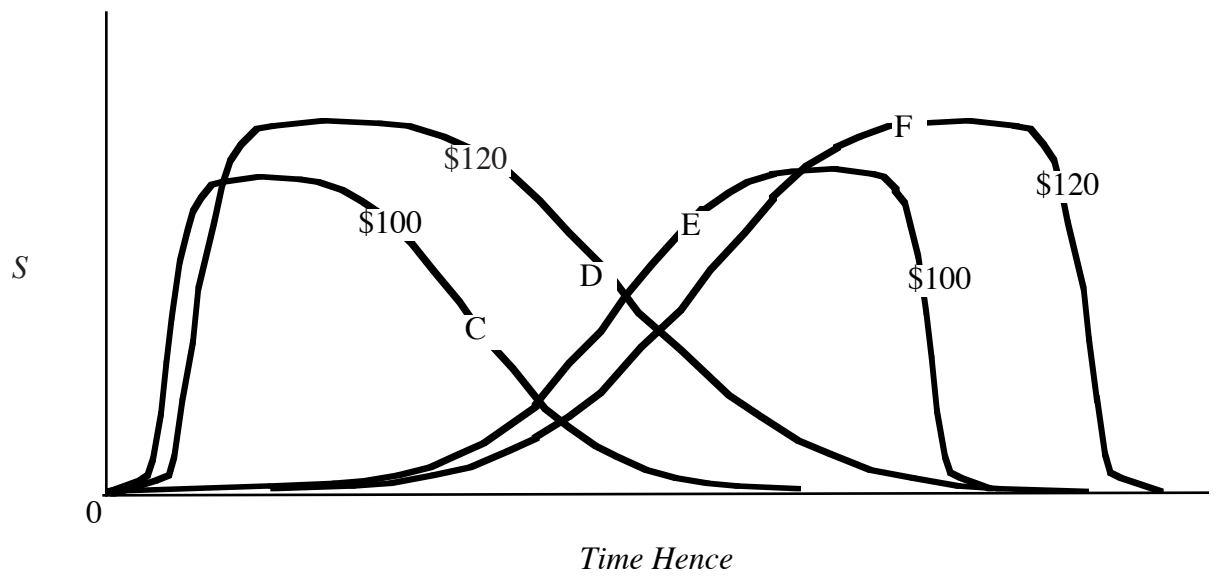


Figure 6.8 Four satisfaction waves judged at  $T = 0$ , C preferred to D, E preferred to F

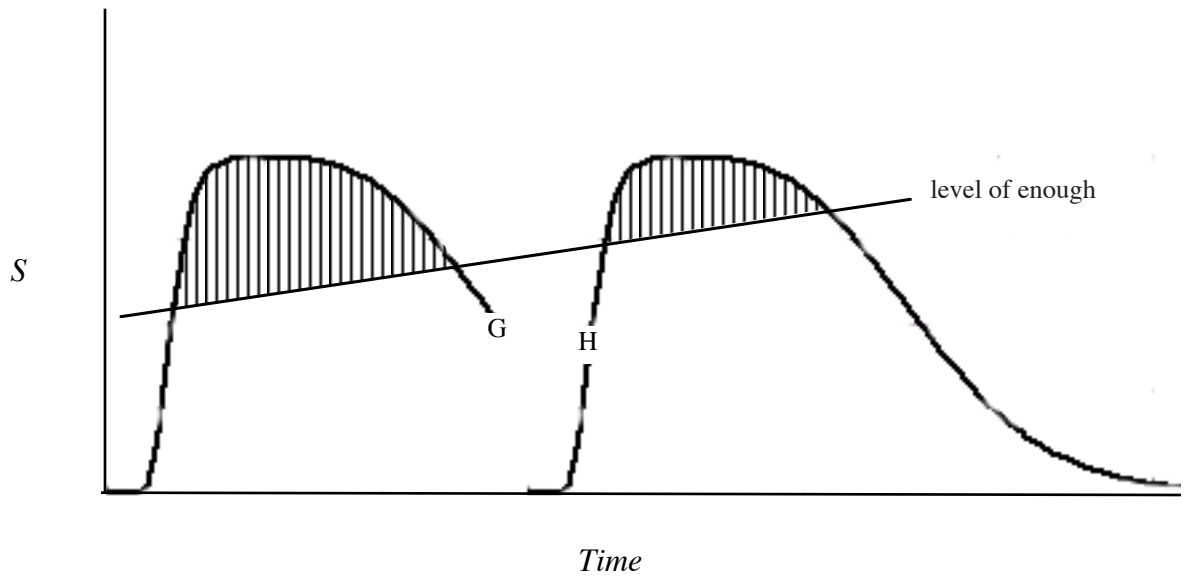


Figure 6.9 How rising standards of enough satisfaction incline us towards choosing the sooner c

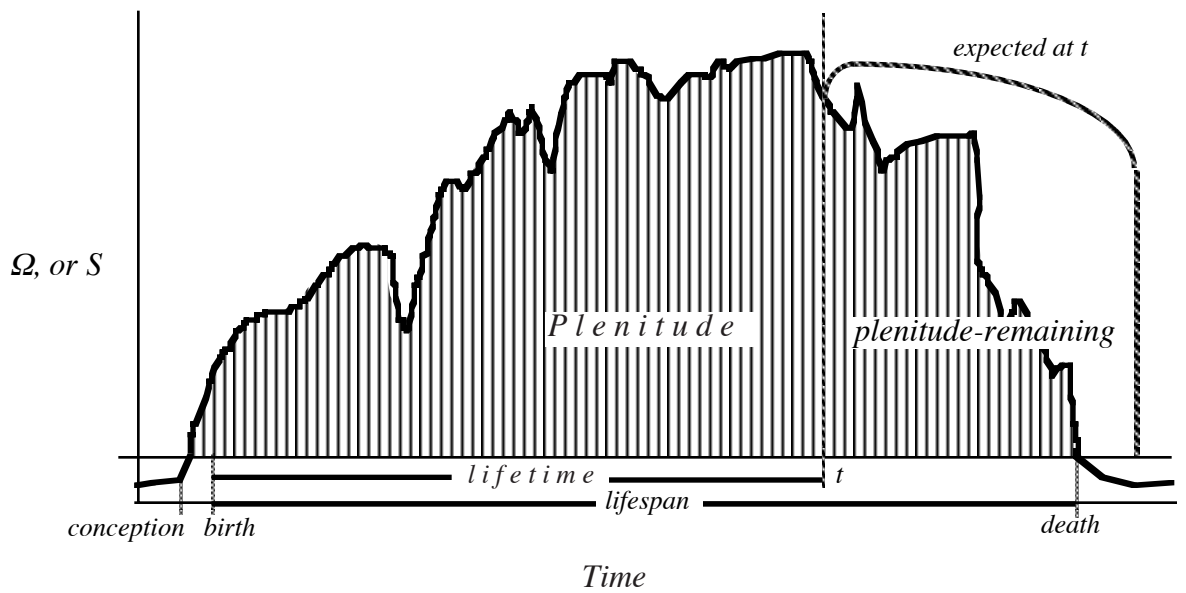


Figure 6.10  $\Omega$ , plenitude, lifetime, and lifespan ( $\Omega$  curves hypothetical).

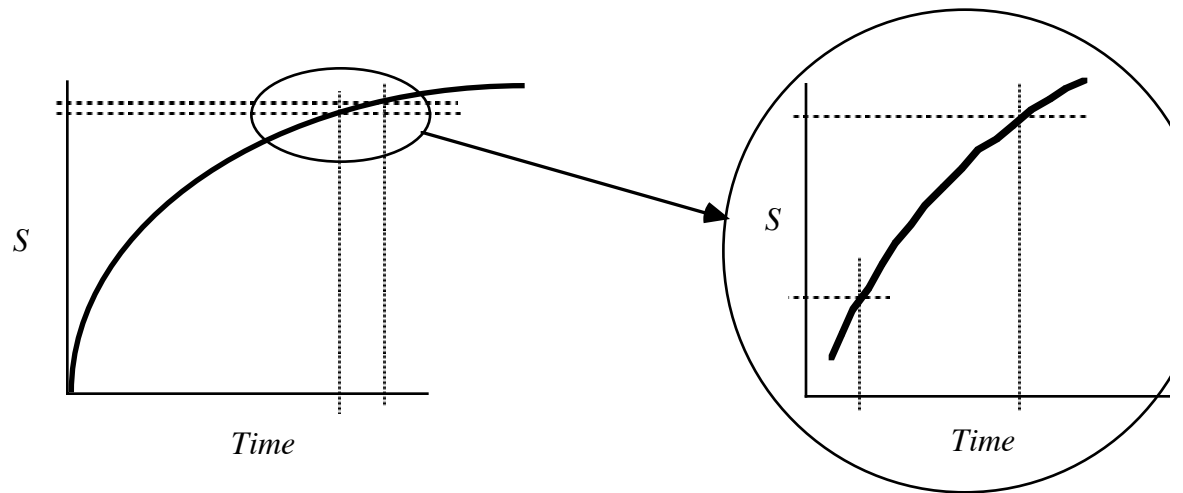


Figure 6.11 Re-scaling satisfaction to forestall diminishing value ( $S$  smoothed)

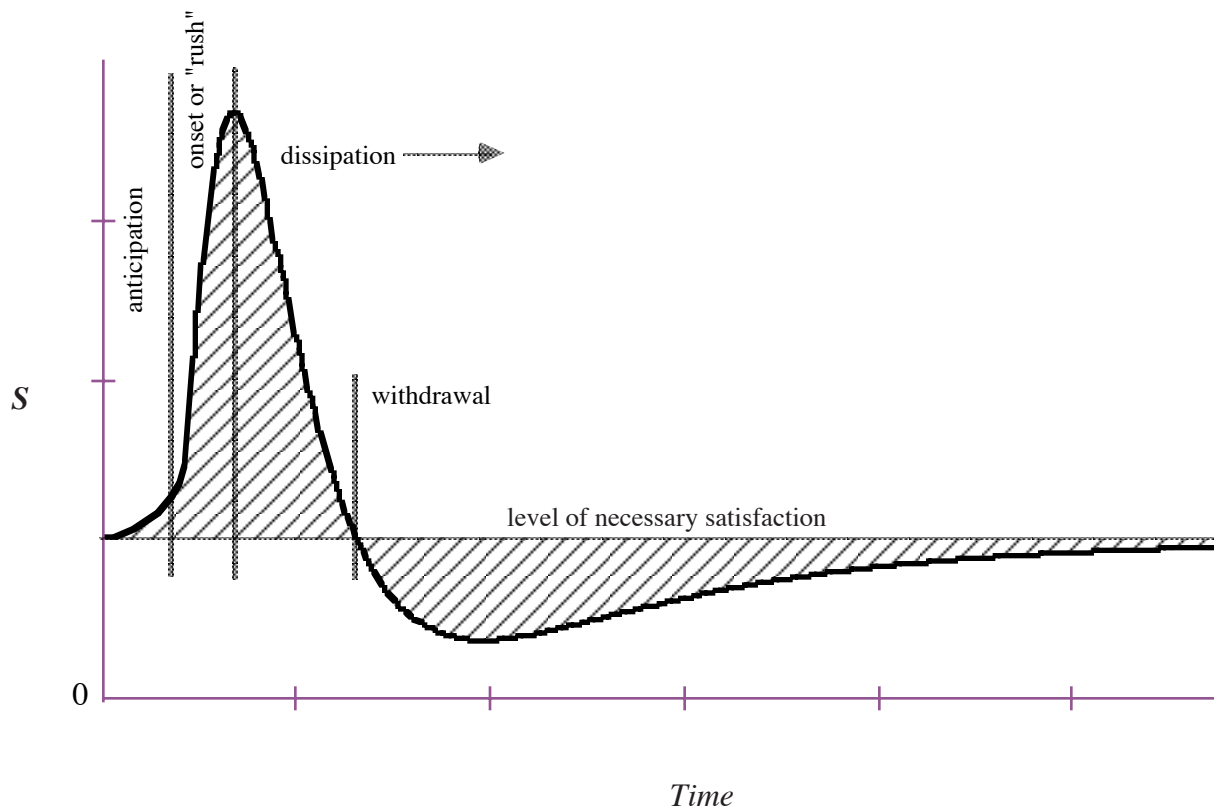


Figure 6.12 A satisfaction wave with a withdrawal phase

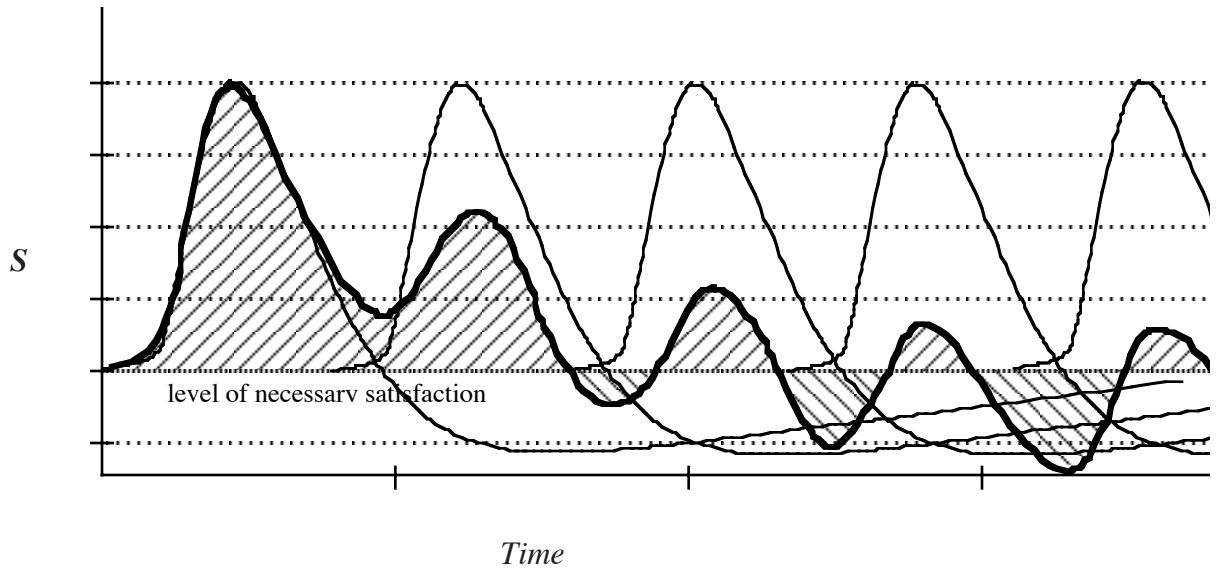


Figure 6.13. Cumulative satisfaction for successive addictive goods