

$$\overline{MR} = R'(x)$$

$$= 15 + 30(-1)(4x+1)^{-2}(4) = 15 - 120(4x+1)^{-2}$$

~~$$= 15 - \frac{120}{(4x+1)^2}$$~~

we want the rate of the marginal revenue

$$= R''(x)$$

$$= -120(-2)(4x+1)^{-3}(4)$$

$$= 960(4x+1)^{-3} = \frac{960}{(4x+1)^3}$$

at  $x = 25$ :

$$R''(25) = \frac{960}{(4(25)+1)^3} = \frac{960}{101^3} = 9.3 \times 10^{-4} \approx .00093$$

(b) Interpret your results.

when 1 more unit is sold the marginal revenue will change by about  $9.3 \times 10^{-4}$  thousands per unit  
 $\hookrightarrow 9.3 \times 10^{-4} \times 1000 = .9 \text{ unit}$