

- 79** (a) In 1995 the cost was \$1 million per 30-second commercial. Therefore, $f(1995) = 1$.
- (b) The solution to $f(x) = 1$ is the x -value that results in a y -value of 1. This x -value is 1995.
- (c) $f^{-1}(1)$ is the solution to the equation $f(x) = 1$. Since $f(1995) = 1$, $f^{-1}(1) = 1995$.