## Lecture 15 :Maxima and Minima

In this section we will study problems where we wish to find the maximum or minimum of a function. For example, we may wish to minimize the cost of production or the volume of our shipping containers if we own a company. There are two types of maxima and minima of interest to us, Absolute maxima and minima and Local maxima and minima.

## Absolute Maxima and Minima

Definition $f$ has an absolute maximum or global maximum at $c$ if $f(c) \geq f(x)$ for all $x$ in $D=$ domain of $f . f(c)$ is called the maximum value of $f$ on $D$.

Definition $f$ has an absolute minimum or global minimum at $c$ if $f(c) \leq f(x)$ for all $x$ in $D=$ domain of $f . f(c)$ is called the minimum value of $f$ on $D$.

Maximum and minimum values of $f$ on $D$ are called extreme values of $f$.
Example Consider the graphs of the functions shown below. What are the extreme values of the functions; $h(x)=x^{2}$ and $g(x)=-\sqrt{x}$ ?



Extreme Value Theorem If $f$ is continuous on a closed interval $[a, b]$, then $f$ attains both an absolute maximum value $M$ and an absolute minimum value $m$ in $[a, b]$. That is, there are numbers $c$ and $d$ in $[a, b]$ with $f(c)=M$ and $f(d)=m$ and $m \leq f(x) \leq M$ for every other $x$ in $[a, b]$.

This can happen in a variety of ways. We can see some of the possibilities in the picture below.


Example If $f(x)=\sin x$, what is the absolute maximum and absolute minimum of $f(x)$ on the interval $0 \leq x \leq 2 \pi$ ?

Note This theorem does not apply to functions which are not continuous on $[a, b]$.
Example $f(x)=1 / x$ on the interval $[-1,1]$. Draw a graph to see what happens.

We see that some graphs have points that are maxima or minima in their neighborhood, but are not absolute maxima or minima.

Definition A function $f$ has a local maximum at a point $c$ if $f(c) \geq f(x)$ for all $x$ in some open interval containing $c$. A function $f$ has a local minimum at a point $c$ if $f(c) \leq f(x)$ for all $x$ in some open interval containing $c$.

Example The graph of $r(x)=x^{3}-3 x^{2}$ is shown below. Find the points where the function has local maxima and minima.


We us the following theorem to identify potential local maxima and minima.
Theorem (Fermat's Theorem) If $f$ has a local maximum or minimum at $c$, and if $f^{\prime}(c)$ exists, then $f^{\prime}(c)=0$.

Proof Suppose $f$ has a local maximum at $c$. Then $f(c) \geq f(x)$ when $x$ is near $c$. The derivative of $f$ at $c$ must equal the following right hand limit

$$
f^{\prime}(c)=\lim _{h \rightarrow 0^{+}} \frac{f(c+h)-f(c)}{h} .
$$

Since $f(c+h) \leq f(c)$ when $h$ is small and $h>0$ in the above limit, we have that $\frac{f(c+h)-f(c)}{h} \leq 0$, hence

$$
f^{\prime}(c)=\lim _{h \rightarrow 0^{+}} \frac{f(c+h)-f(c)}{h} \leq \lim _{h \rightarrow 0^{+}} 0=0 .
$$

This gives us that $f^{\prime}(c) \leq 0$. On the other hand $f^{\prime}(c)$ must also equal the left hand limit:

$$
f^{\prime}(c)=\lim _{h \rightarrow 0^{-}} \frac{f(c+h)-f(c)}{h} .
$$

Here $h<0$ and $f(c+h)-f(c) \leq 0$ hence we have that $\frac{f(c+h)-f(c)}{h} \geq 0$ and

$$
f^{\prime}(c)=\lim _{h \rightarrow 0^{-}} \frac{f(c+h)-f(c)}{h} \geq \lim _{h \rightarrow 0^{-}} 0=0 .
$$

This gives us that $f^{\prime}(c) \geq 0$. The only number that can be $\geq 0$ and $\leq 0$ is 0 itself. Hence

$$
f^{\prime}(c)=0 .
$$

The proof for a local minimum is similar.
Example Consider the function $r(x)=x^{3}-3 x^{2}$ shown above. Verify that $r^{\prime}(0)$ and $r^{\prime}(2)$ are equal to zero.

We must keep in mind the following points when using this theorem:

- If a function has a point $c$ where $f^{\prime}(c)=0$, it does NOT imply that the function has a local maximum or minimum at $c$.

Example $f(x)=x^{3}$ at $x=0$

- A function may have a local maximum or minimum at a point where the derivative does not exist.

Example $g(x)=|x|$ at $x=0$.
Nevertheless identifying the points where $f^{\prime}(c)=0$ helps us to find local maxima and minima.

## Critical Points/Critical Numbers

Definition A critical number/point of a function $f$ is a number $c$ in the domain of $f$ such that either $f^{\prime}(c)=0$ or $f^{\prime}(c)$ does not exist.

Example Find the critical numbers of the function $r(x)=x^{2 / 3}(x-1)^{2}$.


Note By Fermat's theorem above, if $f$ has a local maximum or minimum at $c$, then $c$ is a critical number of $f$.

Finding the absolute maximum and minimum of a continuous function on a closed interval $[a, b]$.
To find the absolute maximum and minimum values of a continuous function $f$ on a closed interval $[a, b]$;

1. Find all of the critical points of $f$ in the interval $[a, b]$.
2. Evaluate $f$ at all of the critical numbers in the interval $[a, b]$.
3. Evaluate $f$ at the endpoints of the interval, (calculate $f(a)$ and $f(b)$.)
4. The largest of the values from steps 2 and 3 is the absolute maximum of the function on the interval $[a, b]$ and the smallest of the values from steps 2 and 3 is the absolute maximum of the function on the interval $[a, b]$.

Example Find the absolute maximum and minimum of the function $r(x)=x^{2 / 3}(x-1)^{2}$ on the interval $[-1,1]$.

Note Sometimes the absolute maximum can occur at more than one point $c$. The same is true for the absolute minimum.

Example Find the absolute maximum and minimum of the function $f(x)=x^{3}-3 x^{2}$ for $1 \leq x \leq 4$.

Example The profit function for my company depends (partly) on the number of widgets I produce. The relationship between $x=$ the number of widgets I produce and my profits (all other variables remaining constant) is given by

$$
P(x)=4+0.03 x^{2}-0.001 x^{3}
$$

Find the production level for widgets that will maximize this function if I have the capacity to produce at most 50 widgets.
Since production is limited to $0 \leq x \leq 50$, we must maximize the profit function $P(x)=4+0.03 x^{2}-$ $0.001 x^{3}$ on the interval $[0,50] . P(x)$ is continuous on this interval since it is a polynomial, therefore by the Extreme value theorem $P(x)$ has an absolute maximum on the interval. Following our 3 step proceedure:

1. Critical Points $P^{\prime}(x)=0.06 x-0.003 x^{2}$. All values of $x$ in the interval $[0,50]$ are in the domain of $P$ and in the domain of $P^{\prime}$, so the critical points occur where $P^{\prime}(x)=0$.

$$
P^{\prime}(x)=0.06 x-0.003 x^{2}=0.003 x(20-x)=0
$$

if $x=0$ or $x=20$.

$$
\begin{array}{|ll|}
\hline \text { Critical points } & x=0 \text { and } x=20 \\
\hline
\end{array}
$$

2. Evaluate at critical points $\quad P(0)=4, \quad P(20)=4+0.03(20)-0.003\left(20^{2}\right)=8$.
3. Evaluate at end points $P(0)=4, \quad P(50)=4+0.03(50)-0.003\left(50^{2}\right)=-46$.
4. Choose the largest value Absolute maximum at $x=20 . P(20=8$ is the absolute maximum profit in this production range.
