## On potential inequality for convex functions (Talk)

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(joint work with J. Pečarić and N. Elezović)

We extend the potential inequality, which was introduced by M. Rao and H. Šikić for a special class of convex and concave functions, to the class of naturally defined convex functions. Various functionals connected with the inequality are defined and used in construction of certain exponentially convex functions. Properties of exponentially convex functions enable us to refine some known inequalities, as well as to construct two-parameter family of means.

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