

<<经济学原理>>

图书基本信息

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内容概要

《经济学原理：微观部分（第4版）》主要从供给与需求、企业行为与产业组织、长期经济增长与短期经济波动以及宏观经济政策等角度深入浅出地讲述了经济学的基本原理。第4版在保持原有框架和章节结构的基础上，对一些新闻摘录、参考资料和案例进行了更新。它以最浅显易懂的方式阐释了经济学最基本的思想，强调经济学原理的应用和政策分析。书中还提供了大量案例，以说明经济学原理在现实经济生活中的应用。

《经济学原理（第4版）微观部分（英文版）》是《经济学原理：微观部分（第4版）》的微观部分，适用于经济管理类本科生、研究生及MBA学生，《经济学原理（第4版）微观部分（英文版）》也可作为经营管理人员的经济学指导书。

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作者简介

作者：（美国）N.格雷戈里·曼昆（N.Gregory Mankiw） N.格雷戈里·曼昆，哈佛大学经济学教授。作为学生，他曾在普林斯顿大学和麻省理工学院学习经济学；作为教师。

他讲授过宏观经济学、微观经济学、统计学和经济学原理。

多年前他甚至还在长滩岛当过一个夏季的帆船运动教练。

曼昆教授是一位高产的学者和一位学术与政治争论的经常参与者。

他的著作发表在《美国经济评论》（American Economic Review）、《政治经济学杂志》（Journal of Political Economy）和《经济学季刊》（Quarterly Journal of Economics）等学术杂志，以及《纽约时报》（The New York Times）、《金融时报》（The Financial Times）、《华尔街日报》（The Wall Street Journal）和《财富》（Fortune）等热门报刊上。

他也是最畅销的中级经济学教科书《宏观经济学》（WorthPublishers出版）的作者。

除了教学、研究和写作之外，曼昆教授还是美国国家经济研究局的合作研究人员、波士顿联邦储备银行和国会预算办公室的顾问。

以及ETS考试研发委员会下设的经济学高级水平考试委员会成员。

从2003年到2005年。

他担任总统经济顾问委员会主席。

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章节摘录

版权页：插图： To find a substitute for laboratory experiments, economists pay close attention to the natural experiments offered by history. When a war in the Middle East interrupts the flow of crude oil, for instance, oil prices skyrocket around the world. For consumers of oil and oil products, such an event depresses living standards. For economic policymakers, it poses a difficult choice about how best to respond. But for economic scientists, the event provides an opportunity to study the effects of a key natural resource on the world's economies, and this opportunity persists long after the wartime increase in oil prices is over. Throughout this book, therefore, we consider many historical episodes. These episodes are valuable to study because they give us insight into the economy of the past and, more important, because they allow us to illustrate and evaluate economic theories of the present.

The Role of Assumptions If you ask a physicist how long it would take for a marble to fall from the top of a ten-story building, she will answer the question by assuming that the marble falls in a vacuum. Of course, this assumption is false. In fact, the building is surrounded by air, which exerts friction on the falling marble and slows it down. Yet the physicist will correctly point out that friction on the marble is so small that its effect is negligible. Assuming the marble falls in a vacuum greatly simplifies the problem without substantially affecting the answer. Economists make assumptions for the same reason: Assumptions can simplify the complex world and make it easier to understand. To study the effects of international trade, for example, we may assume that the world consists of only two countries and that each country produces only two goods. Of course, the real world consists of dozens of countries, each of which produces thousands of different types of goods. But by assuming two countries and two goods, we can focus our thinking on the essence of the problem. Once we understand international trade in an imaginary world with two countries and two goods, we are in a better position to understand international trade in the more complex world in which we live. The art in scientific thinking—whether in physics, biology, or economics—is deciding which assumptions to make. Suppose, for instance, that we were dropping a beachball rather than a marble from the top of the building. Our physicist would realize that the assumption of no friction is far less accurate in this case: Friction exerts a greater force on a beachball than on a marble because a beachball is much larger. The assumption that gravity works in a vacuum is reasonable for studying a falling marble but not for studying a falling beachball. Similarly, economists use different assumptions to answer different questions. Suppose that we want to study what happens to the economy when the government changes the number of dollars in circulation. An important piece of this analysis, it turns out, is how prices respond. Many prices in the economy change infrequently; the newsstand prices of magazines, for instance, change only every few years. Knowing this fact may lead us to make different assumptions when studying the effects of the policy change over different time horizons. For studying the short-run effects of the policy, we may assume that prices do not change much. We may even make the extreme and artificial assumption that all prices are completely fixed. For studying the long-run effects of the policy, however, we may assume that all prices are completely flexible. Just as a physicist uses different assumptions when studying falling marbles and falling beachballs, economists use different assumptions when studying the short-run and long-run effects of a change in the quantity of money.

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编辑推荐

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