

<<经济学原理>>

图书基本信息

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内容概要

由主流经济学家来撰写标准经济学教科书，并且试图影响经济学界内外乃至整个社会，是经济学界由来已久的传统。

由哈佛大学经济学教授N·格里高利·曼昆编写的经济学教科书系列是当今世界上最畅销的经济学基础教材，目前已经被翻译成多种语言文字，成为许多国家的大学经济学通用教材，并且被数以百万计的经济学教师、学生和其他读者所使用。

它简洁明快、有趣的文字和层次分明的内在逻辑吸引了成千上万对经济学尚无任何了解的读者，成为最便捷和最实用的经济学入门教材。

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作者简介

N·格里高利·曼昆(N·Gregory Mankiw), 先后毕业于美国普林斯顿大学和麻省理工学院, 目前是哈佛大学经济学教授和美国总统经济顾问委员会主席, 讲授微观经济学、宏观经济学、统计学和经济学原理。曼昆教授是一位多产作者, 经常参与学术性与政策性的争论。他的作品不但发表在《美国经济评论》等学术期刊上, 也发表在诸如《纽约时报》、《金融时报》、《华尔街杂志》和《财富》等大众化报刊上。他还兼任国民经济研究局研究员、波士顿联邦储备银行和国会预算办公室的顾问, 以及ETS经济学高级考试命题委员会成员。

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章节摘录

版权页：插图：The management of society's resources is important because resources are scarce. Scarcity means that society has limited resources and therefore cannot produce all the goods and services people wish to have. Just as a household cannot give every member everything he or she wants, a society cannot give every individual the highest standard of living to which he or she might aspire. Economics is the study of how society manages its scarce resources. In most societies, resources are allocated not by a single central planner but through the combined actions of millions of households and firms. Economists therefore study how people make decisions: how much they work, what they buy, how much they save, and how they invest their savings. Economists also study how people interact with one another. For instance, they examine how the multitude of buyers and sellers of a good together determine the price at which the good is sold and the quantity that is sold. Finally, economists analyze forces and trends that affect the economy as a whole, including the growth in average income, the fraction of the population that cannot find work, and the rate at which prices are rising. Although the study of economics has many facets, the field is unified by several central ideas. In the rest of this chapter, we look at Ten Principles of Economics. Don't worry if you don't understand them all at first, or if you don't find them completely convincing. In the coming chapters we will explore these ideas more fully. The ten principles are introduced here just to give you an overview of what economics is all about. You can think of this chapter as a "preview of coming attractions."

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