

<<微观经济学>>

图书基本信息

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<<微观经济学>>

内容概要

《微观经济学》（19版，双语注疏本）是萨缪尔森先生的绝笔，《微观经济学》自1948年问世以来就广受赞誉，先后被翻译成40

多种文字，是有史以来发行量最大、至今在全球范围内仍然被广泛采用的经济学教科书。

《微观经济学》在经历了前18个版本的积累和沉淀后融入了时代变革的元素和新的案例及数据。

以此为基础，为了让广大读者对萨缪尔森经典有更好的了解，我们添加了词句解释和注疏——既有译者对标题和难懂的词句的中文注释，也有译者对英文原文中的语言、原作者的写作背景以及经济学家和企业等的注疏。

<<微观经济学>>

作者简介

保罗·萨缪尔森 (Paul A. Samuelson)，毕业于芝加哥大学和哈佛大学，是麻省理工学院经济学系的创始人。他的许多著作使他在年轻时就赢得了世界性的声誉。

他于1970

年获得诺贝尔经济学奖，是美国第一个获得此项大奖的经济学家。

萨缪尔森教授曾长期为美国《新闻周刊》的经济学栏目撰稿，曾担任美国总统约翰·肯尼迪的经济顾问，属于那种能够同普通民众进行交流和沟通的为数极少的科学家之一。

萨缪尔森常出席国会听证，并为联邦储备、财政部、许多私人机构和非营利机构担任咨询专家。

除了在麻省理工学院做研究工作和经常打网球之外，萨缪尔森教授还是纽约大学的客座教授。

他的6个孩子（包括一次三胞胎）为萨缪尔森家族衍续了15个子孙。

威廉·诺德豪斯 (William D. Nordhaus)，美国杰出经济学家之一，出生于新墨西哥州的阿尔布开克。

本科就读于耶鲁大学，经济学博士学位在麻省理工学院获得。

现任耶鲁大学斯特林经济学教授，考尔斯经济学研究基金会理事，国家经济研究局 (NBER) 研究员。

诺德豪斯的经济学研究范围很宽，包括环境、能源、技术变革和经济增长，以及利润和生产率的增长趋势。

此外，对经济政策研究非常感兴趣。

1977~1979

年是卡特总统经济顾问委员会的成员，曾多次出席政府顾问委员会的会议，不时为《纽约图书评论》和其他报刊撰文。

在耶鲁大学他主讲经济学原理课程。

诺德豪斯教授与妻子芭芭拉居住在康涅狄格州的纽黑文市。

教学写作之余，他喜欢音乐、旅游、滑雪，和家人在一起。

于健，中国政法大学教授，文革前的“老三届”，文革后的“77届”；国内重点高校中率先同步引进萨缪尔森各版次经典的经济学教材，18

年如一日用中西哲学的不同思维研究萨缪尔森经济学、采用中英双语教育的学者。

于健教授先后求学和任教于北京大学、中国政法大学、首都师范大学、辽宁师范大学、沈阳师范大学、北京工商大学、山西晋中学院等，曾应邀出任了欧盟EuroSinoEducationalNetwork

项目的中方首席主持人、国家级火炬计划《中小学数字化图书馆》和《全国中小学通用校园网》等项目主持人。

于健教授在长期的教学实践中，努力探索教学改革，思考并著述中国教育改革和出路等问题，代表作有《中国教育的出路问题》和《中国英语教育改革探思录》等。

<<微观经济学>>

书籍目录

一位中道老者的宣言

前 言

经济学与互联网

第一编 基本概念

第1章 经济学的主要概念

第1章附录 如何看图

第2章 现代混合经济

第3章 供给和需求的基本原理

第二编 微观经济学：供给、需求和
产品市场

第4章 供给和需求：弹性和应用

第5章 需求和消费者行为

第5章附录 消费均衡的几何分析

第6章 生产和企业组织

第7章 成本分析

第7章附录 生产、成本理论和企业决策

第8章 完全竞争市场分析

第9章 不完全竞争及垄断

第10章 几个竞争者之间的竞争

第11章 不确定性经济学

第三编 要素市场：劳动、土地和资本

第12章 市场如何决定收入

第13章 劳动市场

第14章 土地、自然资源和环境

第15章 资本、利息和利润

A Centrist Proclamation xxxi

Preface xxxiii

For the Student: Economics and the Internet xxxviii

PART ONE BASIC CONCEPTS 1

Chapter 1 The Central Concepts of Economics 3

Appendix 1 How to Read Graphs 18

Chapter 2 The Modern Mixed Economy 25

Chapter 3 Basic Elements of Supply and Demand 45

PART TWO MICROECONOMICS: SUPPLY,
DEMAND, AND PRODUCT MARKETS 63

Chapter 4 Supply and Demand: Elasticity and Applications 65

Chapter 5 Demand and Consumer Behavior 84

Appendix 5 Geometrical Analysis of Consumer Equilibrium 101

Chapter 6 Production and Business Organization 107

Chapter 7 Analysis of Costs 126

Appendix 7 Production, Cost Theory, and Decisions of the Firm
144

Chapter 8 Analysis of Perfectly Competitive Markets 149

Chapter 9 Imperfect Competition and Monopoly 169

Chapter 10 Competition among the Few 187

<<微观经济学>>

Chapter 11 Economics of Uncertainty	211
PART THREE FACTOR MARKETS: LABOR, LAND, AND CAPITAL	227
Chapter 12 How Markets Determine Incomes	229
Chapter 13 The Labor Market	248
Chapter 14 Land, Natural Resources, and the Environment	267
Chapter 15 Capital, Interest, and Profits	283
Contents in Brief	
PART FOUR APPLICATIONS OF ECONOMIC PRINCIPLES	301
Chapter 16 Government Taxation and Expenditure	303
Chapter 17 Efficiency vs. Equality: The Big Tradeoff	323
Chapter 18 International Trade	339
Glossary of Terms	365
Index	392
第四编 经济学原理的应用	
第16章 政府税收和支出	
第17章 效率与公平的平衡	
第18章 国际贸易	
专业术语表	
索引	
A Centrist Proclamation	xxxi
Preface	xxxiii
For the Student: Economics and the Internet	xxxviii
PART ONE BASIC CONCEPTS	1
Chapter 1 The Central Concepts of Economics	3
A. Why Study Economics?	3
For Whom the Bell Toll	3
Scarcity and Efficiency: The Twin Themes of Economics	3
Definitions of Economics	
Scarcity and Efficiency	
Microeconomics and Macroeconomics	
The Logic of Economics	5
Cool Heads at the Service of Warm Hearts	6
B. The Three Problems of Economic Organization	7
Market, Command, and Mixed Economies	8
C. Society ' s Technological Possibilities	8
Inputs and Outputs	9
The Production-Possibility Frontier	9
Applying the PPF to Society ' s Choices	
Opportunity Costs	
Efficiency	
Summary	15
Concepts for Review	15
Further Reading and Internet Websites	16
Questions for Discussion	16
Appendix 1 How to Read Graphs	18

<<微观经济学>>

The Production-Possibility Frontier 18

Production-Possibility Graph

A Smooth Curve

Slopes and Lines

Slope of a Curved Line

Slope as the Marginal Value

Shifts of and Movement along Curves

Some Special Graphs

Summary to Appendix 23

Concepts for Review 24

Questions for Discussion 24

详细目录

一位中道老者的宣言

前 言

经济学与互联网

第一编 基本概念

第1章 经济学的主要概念

A. 为什么学经济学

战地钟声

稀缺与效率：经济学的双重主题

经济学的定义

稀缺与效率

微观经济学与宏观经济学

经济学的逻辑

热切的心情，冷静的头脑

B. 经济组织的三个问题

市场经济、指令经济与混合经济

C. 社会的技術可能性

投入和产出

生产的可能性边界

生产可能性边界的应用

机会成本

效 率

总 结

概念复习

补充读物和互联网站

问题讨论

第1章附录 如何看图

生产可能性边界

生产可能性图表

一条平滑的曲线

斜率和线段

曲线的斜率

作为边际值的斜率

曲线的移动和沿着曲线移动

某些特殊的图

总 结

<<微观经济学>>

概念复习

问题讨论

Contents

Chapter 2 The Modern Mixed Economy 25

A. The Market Mechanism 26

Not Chaos, but Economic Order

How Markets Solve the Three Economic Problems

The Dual Monarchy

A Picture of Prices and Markets

The Invisible Hand

B. Trade, Money, and Capital 30

Trade, Specialization, and Division of Labor 31

Money: The Lubricant of Exchange 33

Capital 33

Capital and Private Property

C. The Visible Hand of Government 34

Efficiency 35

Imperfect Competition

Externalities

Public Goods

Equity 38

Macroeconomic Growth and Stability 39

The Rise of the Welfare State 40

Conservative Backlash

The Mixed Economy Today

Summary 41

Concepts for Review 42

Further Reading and Internet Websites 43

Questions for Discussion 43

Chapter 3 Basic Elements of Supply and Demand 45

A. The Demand Schedule 46

The Demand Curve 47

Market Demand

Forces behind the Demand Curve

Shifts in Demand

B. The Supply Schedule 51

The Supply Curve 51

Forces behind the Supply Curve

Shifts in Supply

C. Equilibrium of Supply and Demand 53

Equilibrium with Supply and Demand Curves 54

Effect of a Shift in Supply or Demand

Interpreting Changes in Price and Quantity

Supply, Demand, and Immigration

Rationing by Prices 59

第2章 现代混合经济

A. 市场机制

<<微观经济学>>

不是混乱，而是经济秩序

市场如何解决三个经济问题

双重君主

价格和市场关系图

看不见的手

B. 贸易、货币和资本

贸易、专业化和劳动分工

货币：交换的润滑剂

资 本

资本和私有财产

C. 政府的看得见的手

效 率

不完全竞争

外部性

公共物品

公 平

宏观经济增长与稳定

福利国家的产生

保守派的反击

当今的混合经济

总 结

概念复习

补充读物和互联网站

问题讨论

第3章 供给与需求的基本原理

A. 需求表

需求曲线

市场需求

需求曲线背后的因素

需求的变动

B. 供给表

供给曲线

供给曲线背后的因素

供给的变动

C. 供给与需求的均衡

供给曲线与需求曲线的均衡

供给或需求的移动对均衡的影响

解释价格和数量的变动

供给、需求和移民

通过价格配给

Summary 60

Concepts for Review 61

Further Reading and Internet Websites 61

Questions for Discussion 61

PART TWO MICROECONOMICS: SUPPLY,

DEMAND, AND PRODUCT MARKETS 63

Chapter 4 Supply and Demand: Elasticity and Applications 65

<<微观经济学>>

- A. Price Elasticity of Demand and Supply 65
 - Price Elasticity of Demand 65
 - Calculating Elasticities
 - Price Elasticity in Diagrams
 - A Shortcut for Calculating Elasticities
 - The Algebra of Elasticities
 - Elasticity Is Not the Same as Slope
 - Elasticity and Revenue 70
 - The Paradox of the Bumper Harvest
 - Price Elasticity of Supply 72
- B. Applications to Major Economic Issues 73
 - The Economics of Agriculture 73
 - Long-Run Relative Decline of Farming
 - Impact of a Tax on Price and Quantity 75
 - Minimum Floors and Maximum Ceilings 77
 - The Minimum-Wage Controversy
 - Energy Price Controls
 - Rationing by the Queue, by Coupons, or by the Purse?
 - Summary 81
 - Concepts for Review 82
 - Further Reading and Internet Websites 82
 - Questions for Discussion 82
- Chapter 5 Demand and Consumer Behavior 84
 - Choice and Utility Theory 84
 - Marginal Utility and the Law of Diminishing Marginal Utility
 - A Numerical Example
 - Derivation of Demand Curves 87
 - The Equimarginal Principle
 - Why Demand Curves Slope Downward
 - Leisure and the Optimal Allocation of Time
 - Analytical Developments in Utility Theory
 - An Alternative Approach: Substitution Effect and Income Effect 89
 - Substitution Effect
- 总 结
- 概念复习
- 补充读物和互联网站
- 问题讨论
- 第二编 微观经济学：供给、需求和产品市场
- 第4章 供给和需求：弹性和应用
 - A. 需求和供给的价格弹性
 - 需求的价格弹性
 - 弹性的计算
 - 价格弹性图
 - 计算弹性的捷径
 - 弹性的代数计算

<<微观经济学>>

弹性与斜率不同
弹性和收益
农作物大丰收背后的悖论
供给的价格弹性
B. 弹性在主要经济问题中的应用
农业经济学
农业在长期相对衰落
税收对价格和数量的影响
最低下限与最高上限
关于最低工资的争议
能源价格管制
通过排队、配给券及资金进行配给
总 结
概念复习
补充读物和互联网站
问题讨论
第5章 需求和消费者行为
选择和效用理论
边际效用和边际效用递减规律
效用的数字图表说明
需求曲线的衍生
等边际法则
为什么需求曲线向下倾斜
闲暇和时间的最优分配
效用理论的应用分析
另一种分析方法：替代效应和收入效应
替代效应
Income Effect
From Individual to Market Demand 91
Demand Shifts
Substitutes and Complements
Empirical Estimates of Price and Income Elasticities
The Economics of Addiction 94
The Paradox of Value 95
Consumer Surplus 96
Applications of Consumer Surplus
Summary 98
Concepts for Review 99
Further Reading and Internet Websites 99
Questions for Discussion 99
Appendix 5 Geometrical Analysis of Consumer Equilibrium 101
The Indifference Curve 101
Law of Substitution
The Indifference Map
Budget Line or Budget Constraint 103
The Equilibrium Position of Tangency 104
Changes in Income and Price 104

<<微观经济学>>

Income Change
 Single Price Change
 Deriving the Demand Curve 105
 Summary to Appendix 106
 Concepts for Review 106
 Questions for Discussion 106
 Chapter 6 Production and Business Organization 107
 A. Theory of Production and Marginal Products 107
 Basic Concepts 107
 The Production Function
 Total, Average, and Marginal Product
 The Law of Diminishing Returns
 Returns to Scale 111
 Short Run and Long Run 112
 Technological Change 113
 Productivity and the Aggregate Production Function 116
 Productivity
 Productivity Growth from Economies of Scale and Scope
 Empirical Estimates of the Aggregate Production Function
 B. Business Organizations 118
 The Nature of the Firm 118
 收入效应
 从个人需求到市场需求
 需求的移动
 替代品和互补品
 价格弹性和收入弹性的经验估计
 上瘾物品的经济学问题
 价值悖论
 消费者剩余
 消费者剩余的应用
 总 结
 概念复习
 补充读物和互连网站
 问题讨论
 第5章附录 消费者均衡的几何分析
 无差异曲线
 替代规律
 无差异曲线图
 预算线或预算约束
 切点的均衡位置
 收入和价格的变化
 收入变化
 一种物品的价格变化
 推导需求曲线
 总 结
 概念复习
 问题讨论

<<微观经济学>>

第6章 生产和企业组织

A. 生产理论和边际产量

基本概念

生产函数

总产量、平均产量和边际产量

边际收益递减规律

规模报酬

短期和长期

技术变革

生产率与总生产函数

生产率

规模经济和范围经济引起的生产率上升

总生产函数的经验估计

B. 企业组织

企业的性质

Big, Small, and Infinitesimal Businesses 119

The Individual Proprietorship

The Partnership

The Corporation

Ownership, Control, and Executive Compensation

Summary 123

Concepts for Review 124

Further Reading and Internet Websites 124

Questions for Discussion 124

Chapter 7 Analysis of Costs 126

A. Economic Analysis of Costs 126

Total Cost: Fixed and Variable 126

Fixed Cost

Variable Cost

Definition of Marginal Cost 127

Average Cost 129

Average or Unit Cost

Average Fixed and Variable Costs

The Relation between Average Cost and Marginal Cost

The Link between Production and Costs 132

Diminishing Returns and U-Shaped Cost Curves

Choice of Inputs by the Firm 134

Marginal Products and the Least-Cost Rule

B. Economic Costs and Business Accounting 135

The Income Statement, or Statement of Profit and Loss 135

The Balance Sheet 136

Accounting Conventions

Financial Accounting

C. Opportunity Costs 139

Opportunity Cost and Markets 140

Summary 141

Concepts for Review 142

<<微观经济学>>

Further Reading and Internet Websites 142
 Questions for Discussion 142
 Appendix 7 Production, Cost Theory, and Decisions of the Firm
 144
 A Numerical Production Function 144
 The Law of Diminishing Marginal Product 144
 Least-Cost Factor Combination for a Given Output 145
 Equal-Product Curves
 Equal-Cost Lines
 Equal-Product and Equal-Cost Contours: Least-Cost Tangency
 大企业、小企业和微型企业
 独资经营
 合伙制
 公 司
 所有权、控制和高管薪酬
 总 结
 概念复习
 补充读物和互联网站
 问题讨论
 第7章 成本分析
 A. 成本的经济分析
 总成本：固定成本和可变成本
 固定成本
 可变成本
 边际成本的定义
 平均成本
 平均成本或单位成本
 平均固定成本和平均可变成本
 平均成本和边际成本之间的关系
 生产与成本之间的联系
 收益递减和U形成本曲线
 企业的投入选择
 边际产量和最低成本法则
 B. 经济成本和企业会计
 收益表或损益表
 资产负债表
 会计惯例
 财务欺诈
 C. 机会成本
 机会成本和市场
 总 结
 概念复习
 补充读物和互联网站
 问题讨论
 第7章附录 生产、成本理论和企业决策
 数值化的生产函数
 边际产量递减规律

<<微观经济学>>

既定产量的最低成本要素组合
 等产量曲线
 等成本线
 等产量曲线和等成本曲线的切点：最低成本
 Least-Cost Conditions
 Summary to Appendix 147
 Concepts for Review 148
 Questions for Discussion 148
 Chapter 8 Analysis of Perfectly Competitive Markets 149
 A. Supply Behavior of the Competitive Firm 149
 Behavior of a Competitive Firm 149
 Profit Maximization
 Perfect Competition
 Competitive Supply Where Marginal Cost Equals Price
 Total Cost and the Shutdown Condition
 B. Supply Behavior in Competitive Industries 154
 Summing All Firms' Supply Curves to Get Market Supply 154
 Short-Run and Long-Run Equilibrium 155
 The Long Run for a Competitive Industry
 C. Special Cases of Competitive Markets 157
 General Rules 157
 Constant Cost
 Increasing Costs and Diminishing Returns
 Fixed Supply and Economic Rent
 Backward-Bending Supply Curve
 Shifts in Supply
 D. Efficiency and Equity of Competitive Markets 160
 Evaluating the Market Mechanism 160
 The Concept of Efficiency
 Efficiency of Competitive Equilibrium
 Equilibrium with Many Consumers and Markets
 Marginal Cost as a Benchmark for Efficiency
 Qualifications 163
 Market Failures
 Two Cheers for the Market, but Not Three
 Summary 165
 Concepts for Review 166
 Further Reading and Internet Websites 166
 Questions for Discussion 166
 Chapter 9 Imperfect Competition and Monopoly 169
 A. Patterns of Imperfect Competition 169
 Definition of Imperfect Competition
 Varieties of Imperfect Competitors 171
 Monopoly
 Oligopoly
 成本最小的条件
 总 结

<<微观经济学>>

概念复习

问题讨论

第8章 完全竞争市场分析

A. 竞争企业的供给行为

竞争企业的行为

利润最大化

完全竞争

边际成本等于价格时的竞争供给

总成本与停业条件

B. 竞争行业的供给行为

加总所有企业的供给曲线得到市场供给曲线

短期和长期均衡

竞争性行业的长期均衡

C. 竞争市场的特殊情况

一般原则

成本不变

成本递增, 收益递减

固定供给与经济租金

向后弯曲的供给曲线

供给的移动

D. 竞争市场的效率和公平

对市场机制的评价

效率的概念

竞争性均衡的效率

众多消费者和市场的均衡

边际成本是效率的标杆

限制

市场失灵

市场有优点, 也有缺点

总结

概念复习

补充读物和互联网站

问题讨论

第9章 不完全竞争及垄断

A. 不完全竞争的模式

不完全竞争的定义

形形色色的不完全竞争者

垄断

寡头

Monopolistic Competition

Sources of Market Imperfections 173

Costs and Market Imperfection

Barriers to Entry

B. Monopoly Behavior 177

The Concept of Marginal Revenue 177

Price, Quantity, and Total Revenue

Marginal Revenue and Price

<<微观经济学>>

Elasticity and Marginal Revenue
 Profit-Maximizing Conditions 180
 Monopoly Equilibrium in Graphs
 Perfect Competition as a Polar Case of Imperfect Competition
 The Marginal Principle: Let Bygones Be Bygones 183
 Loss Aversion and the Marginal Principle
 Summary 184
 Concepts for Review 185
 Further Reading and Internet Websites 185
 Questions for Discussion 186
 Chapter 10 Competition among the Few 187
 A. Behavior of Imperfect Competitors 187
 Measures of Market Power
 The Nature of Imperfect Competition 189
 Theories of Imperfect Competition 189
 Collusive Oligopoly
 Monopolistic Competition
 Rivalry among the Few
 Price Discrimination 193
 B. Game Theory 195
 Thinking about Price Setting
 Basic Concepts 196
 Alternative Strategies
 Games, Games, Everywhere ...
 C. Public Policies to Combat Market Power 199
 Economic Costs of Imperfect Competition 199
 The Cost of Inflated Prices and Reduced Output
 The Static Costs of Imperfect Competition
 Public Policies on Imperfect Competition
 Regulating Economic Activity 201
 Why Regulate Industry?
 Containing Market Power
 Remedying Information Failures
 Antitrust Law and Economics 203
 垄断竞争
 市场不完全竞争的根源
 成本与市场的不完全性
 进入壁垒
 B. 垄断行为
 边际收益的概念
 价格、数量和总收益
 边际收益和价格
 弹性和边际收益
 利润最大化的条件
 垄断均衡图示
 完全竞争是不完全竞争的一个极端情况
 边际原则：让过去成为过去

<<微观经济学>>

损失规避和边际原则

总 结

概念复习

补充读物和互联网站

问题讨论

第10章 几个竞争者之间的竞争

A. 不完全竞争者的行为

市场力量的衡量

不完全竞争的实质

不完全竞争理论

勾结寡头

垄断竞争

寡头之间的竞争

价格歧视

B. 博弈论

定价策略

基本概念

其他策略

博弈无处不在

C. 公共政策对市场的削弱

不完全竞争的经济成本

物价上涨与产出降低的成本

不完全竞争的静态成本

不完全竞争的公共政策

对经济活动的干预

为何干预产业

遏制市场力量

弥补信息失灵

反垄断法与经济意义

The Framework Statutes

Basic Issues in Antitrust Law: Conduct and Structure 204

Illegal Conduct

Structure: Is Bigness Badness?

Antitrust Laws and Efficiency

Summary 207

Concepts for Review 208

Further Reading and Internet Websites 208

Questions for Discussion 209

Chapter 11 Economics of Uncertainty 211

A. Economics of Risk and Uncertainty 211

Speculation: Shipping Assets or Goods Across Space and Time

212

Arbitrage and Geographic Price Patterns

Speculation and Price Behavior over Time

Shedding Risks through Hedging

The Economic Impacts of Speculation

Risk and Uncertainty 215

<<微观经济学>>

B. The Economics of Insurance 216
 Capital Markets and Risk Sharing
 Market Failures in Information 217
 Moral Hazard and Adverse Selection
 Social Insurance 218
 C. Health Care: The Problem That Won ' t Go Away 219
 The Economics of Medical Care 219
 Special Economic Features of Health Care
 Health Care as a Social Insurance Program
 Rationing Health Care
 D. Innovation and Information 221
 Schumpeter ' s Radical Innovation
 The Economics of Information
 Intellectual Property Rights
 The Dilemma of the Internet
 Summary 224
 Concepts for Review 225
 Further Reading and Internet Websites 225
 Questions for Discussion 225
 PART THREE FACTOR MARKETS: LABOR,
 LAND, AND CAPITAL 227
 Chapter 12 How Markets Determine Incomes 229
 A. Income and Wealth 229
 框架条例
 反垄断法的基本问题：行为和结构
 非法行为
 结构：大的不好吗
 反垄断法与效率
 总 结
 概念复习
 补充读物和互联网站
 问题讨论
 第11章 不确定性经济学
 A. 风险和不确定性经济学
 投机：资产与商品的跨时空调配
 套利和价格地理格局
 不同时间的投机和价格行为
 通过套期保值分摊风险
 投机的经济影响
 风险和不确定性
 B. 保险经济学
 资本市场与风险分担
 信息的市场失灵
 道德风险与逆向选择
 社会保险
 C. 卫生保健：问题不会消失
 医疗保健经济学

<<微观经济学>>

卫生保健的特殊经济特点
 社会保险计划中的卫生保健
 医疗护理分配
 D. 创新与信息
 熊彼特的激进式创新
 信息经济学
 知识产权
 互联网的困境
 总 结
 概念复习
 补充读物和互联网站
 问题讨论
 第三编 要素市场：劳动、土地和资本
 第12章 市场如何决定收入
 A. 收入与财富
 Income 230
 Factor Incomes vs. Personal Incomes
 Role of Government
 Wealth 231
 B. Input Pricing by Marginal Productivity 232
 The Nature of Factor Demands 233
 Demands for Factors Are Derived Demands
 Demands for Factors Are Interdependent
 Distribution Theory and Marginal Revenue Product 235
 Marginal Revenue Product
 The Demand for Factors of Production 236
 Factor Demands for Profit-Maximizing Firms
 Marginal Revenue Product and the Demand for Factors
 Supply of Factors of Production 238
 Determination of Factor Prices by Supply and Demand 239
 The Distribution of National Income 241
 Marginal-Productivity Theory with Many Inputs
 An Invisible Hand for Incomes? 243
 Summary 244
 Concepts for Review 245
 Further Reading and Internet Websites 245
 Questions for Discussion 245
 Chapter 13 The Labor Market 248
 A. Fundamentals of Wage Determination 248
 The General Wage Level 248
 Demand for Labor 249
 Marginal Productivity Differences
 International Comparisons
 The Supply of Labor 251
 Determinants of Supply
 Empirical Findings
 Wage Differentials 253

<<微观经济学>>

Differences in Jobs: Compensating Wage Differentials
 Differences in People: Labor Quality
 Differences in People: The “ Rents ” of Unique Individuals
 Segmented Markets and Noncompeting Groups
 B. Labor Market Issues and Policies 257
 The Economics of Labor Unions 257
 Government and Collective Bargaining
 How Unions Raise Wages 258
 Theoretical Indeterminacy of Collective Bargaining
 Effects on Wages and Employment 259
 收 入
 要素收入和个人收入
 政府的角色
 财 富
 B. 边际生产率决定投入的价格
 要素需求的性质
 要素需求是派生需求
 要素需求相互依赖
 分配理论和边际收益产量
 边际收益产量
 生产要素的需求
 追求利润最大化的厂商的要素需求
 边际收益产量和要素需求
 生产要素的供给
 供给和需求决定要素价格
 国民收入的分配
 多种投入要素的边际生产率理论
 收入分配中是否也存在看不见的手
 总 结
 概念复习
 补充读物和互联网站
 问题讨论
 第13章 劳动市场
 A. 工资决定的基本理论
 一般工资水平
 对劳动的需求
 边际生产率差异
 国际比较
 劳动的供给
 供给的决定因素
 实证发现
 工资差异
 工种之间的差异：补偿性工资差异
 补偿性工资的差异：劳动质量
 人们的差异：独特个体的“租金”
 分割的市场和非竞争性群体
 B. 劳工市场的问题与政策

<<微观经济学>>

工会组织的经济意义
 政府和集体协议
 工会如何提高工资
 集体协议在理论上的含糊之处
 对工资和就业的影响
 Has Unionization Raised Wages?
 Unions and Classical Unemployment
 Discrimination 260
 Economic Analysis of Discrimination 261
 Definition of Discrimination
 Discrimination by Exclusion
 Taste for Discrimination
 Statistical Discrimination
 Economic Discrimination Against Women 263
 Empirical Evidence 263
 Reducing Labor Market Discrimination 264
 Uneven Progress
 Summary 264
 Concepts for Review 265
 Further Reading and Internet Websites 265
 Questions for Discussion 266
 Chapter 14 Land, Natural Resources, and the Environment 267
 A. The Economics of Natural Resources 267
 Resource Categories 268
 Fixed Land and Rents 269
 Rent as Return to Fixed Factors
 Taxing Land
 B. Environmental Economics 271
 Externalities 271
 Public vs. Private Goods
 Market Inefficiency with Externalities 272
 Analysis of Inefficiency
 Valuing Damages
 Graphical Analysis of Pollution
 Policies to Correct Externalities 275
 Government Programs
 Private Approaches
 Climate Change: To Slow or Not to Slow 278
 Quarrel and Pollute, or Reason and Compute?
 Summary 280
 Concepts for Review 281
 Further Reading and Internet Websites 281
 Questions for Discussion 281
 Chapter 15 Capital, Interest, and Profits 283
 A. Basic Concepts of Interest and Capital 283
 What Is Capital?
 工会化提高了工资吗

<<微观经济学>>

工会与古典失业

歧 视

歧视的经济学分析

歧视的定义

排斥性歧视

歧视的偏好

统计性歧视

对妇女的经济歧视

经验证据

减少劳工市场歧视

不平坦的进步

总 结

概念复习

补充读物和互联网站

问题讨论

第14章 土地、自然资源和环境

A. 自然资源的经济学问题

资源种类

固定数量的土地和租金

作为固定要素收益的租金

对土地征税

B. 环境经济学

外部性

公共物品和私人物品

外部性造成的市场低效率

对低效率的分析

对危害的评估

对污染的图形分析

制止外部性的政策

政府计划

自主模式

气候变化：放缓还是加快

争议和污染，争辩和计算

总 结

概念复习

补充读物和互联网站

问题讨论

第15章 资本、利息和利润

A. 利息和资本的基本概念

什么是资本

Prices and Rentals on Investments

Capital vs. Financial Assets

The Rate of Return on Investments

Rates of Return and Interest Rates 284

Rate of Return on Capital

Financial Assets and Interest Rates

The Present Value of Assets 285

<<微观经济学>>

Present Value for Perpetuities
 General Formula for Present Value
 Acting to Maximize Present Value
 The Mysterious World of Interest Rates 287
 Real vs. Nominal Interest Rates
 B. The Theory of Capital, Profits, and Interest 291
 Basic Capital Theory 291
 Roundaboutness
 Diminishing Returns and the Demand for Capital
 Determination of Interest and the Return on Capital
 Graphical Analysis of the Return on Capital
 Profits as a Return to Capital 295
 Reported Profit Statistics
 Determinants of Profits
 Empirical Evidence on Returns to Labor and Capital
 Summary 297
 Concepts for Review 298
 Further Reading and Internet Websites 298
 Questions for Discussion 299
 PART FOUR APPLICATIONS OF ECONOMIC PRINCIPLES 301
 Chapter 16 Government Taxation and Expenditure 303
 A. Government Control of the Economy 303
 The Tools of Government Policy 304
 Trends in the Size of Government
 The Growth of Government Controls and Regulation
 The Functions of Government 306
 Improving Economic Efficiency
 Reducing Economic Inequality
 Stabilizing the Economy through Macroeconomic Policies
 Conducting International Economic Policy
 Public-Choice Theory 308
 B. Government Expenditures 309
 Fiscal Federalism 309
 投资的价格和租金
 资本和金融资产
 投资回报率
 收益率和利率
 资本收益率
 金融资产和利率
 资产的现值
 永久资产的现值
 现值的一般公式
 使现值最大化
 利率的神秘世界
 实际利率和名义利率
 B. 资本、利润和利率理论

<<微观经济学>>

基本资本理论

迂回性

收益递减和资本需求

利率决定和资本收益

资本收益的图形分析

利润作为资本回报

申报利润统计

利润的决定因素

劳动和资本收益的经验证据

总 结

概念复习

补充读物和互联网站

问题讨论

第四编 经济学原理的应用

第16章 政府的税收和支出

A. 政府对经济的控制

政府的政策工具

政府规模的变动趋势

政府对经济的控制和管制增加

政府的职能

提高经济效率

减少经济不公平

通过宏观经济政策稳定经济

执行国际经济政策

公共选择理论

B. 政府支出

财政联邦制

Federal Expenditures

State and Local Expenditures

Cultural and Technological Impacts 311

C. Economic Aspects of Taxation 312

Principles of Taxation 312

Benefit vs. Ability-to-Pay Principles

Horizontal and Vertical Equity

Pragmatic Compromises in Taxation

Federal Taxation 314

The Individual Income Tax

Social Insurance Taxes

Corporation Taxes

Consumption Taxes

State and Local Taxes 317

Property Tax

Other Taxes

Efficiency and Fairness in the Tax System 318

The Goal of Efficient Taxation

Efficiency vs. Fairness

Final Word 320

<<微观经济学>>

Summary 320
Concepts for Review 321
Further Reading and Internet Websites 321
Questions for Discussion 321
Chapter 17 Efficiency vs. Equality: The Big Tradeoff 323
A. The Sources of Inequality 323
The Distribution of Income and Wealth 324
How to Measure Inequality among Income Classes
Distribution of Wealth
Inequality across Countries
Poverty in America 327
Who Are the Poor?
Who Are the Rich?
Trends in Inequality
B. Antipoverty Policies 330
The Rise of the Welfare State
The Costs of Redistribution 331
Redistribution Costs in Diagrams
How Big Are the Leaks?
Adding Up the Leaks
Antipoverty Policies: Programs and Criticisms 333
Income-Security Programs
联邦支出
州政府和地方政府的支出
文化和技术影响
C. 税收的经济学问题
税收原则
受益原则和支付能力原则
横向公平和纵向公平原则
税收的实用主义折中
联邦税
个人所得税
社会保险税
公司税
消费税
州和地方税收
财产税
其他税收
税收体系的效率和公平
有效税收的目标
效率和公平
最后的话
总 结
概念复习
补充读物和互联网站
问题讨论
第17章 效率与公平的平衡

<<微观经济学>>

A. 不平等的根源
 收入和财富的分配
 如何在收入等级间计算不平等程度
 财富的分配
 国家间的不平等
 美国的贫穷问题
 谁是穷人
 谁是富人
 不平等的变化趋势
 B. 反贫穷政策
 福利国家的崛起
 再分配的成本
 再分配成本的图形分析
 漏洞有多大
 把所有的漏洞加总
 反贫穷政策：计划与批评
 收入保障计划
 Incentive Problems of the Poor
 The Battle over Welfare Reform 334
 Two Views of Poverty
 Income-Support Programs in the United States Today
 The Earned-Income Tax Credit
 The 1996 U.S. Welfare Reform
 Economic Policy for the 21st Century 336
 Summary 336
 Concepts for Review 337
 Further Reading and Internet Websites 337
 Questions for Discussion 338
 Chapter 18 International Trade 339
 A. The Nature of International Trade 339
 International vs. Domestic Trade
 Trends in Foreign Trade
 The Reasons for International Trade in Goods and Services 340
 Diversity in Natural Resources
 Differences in Tastes
 Differences in Costs
 B. Comparative Advantage among Nations 341
 The Principle of Comparative Advantage 341
 Uncommon Sense
 Ricardo ' s Analysis of Comparative Advantage
 The Economic Gains from Trade
 Outsourcing as Another Kind of Trade
 Graphical Analysis of Comparative Advantage 344
 America without Trade
 Opening Up to Trade
 Extensions to Many Commodities and Countries 347
 Many Commodities

<<微观经济学>>

Many Countries
Triangular and Multilateral Trade
Qualifications and Conclusions 348
C. Protectionism 349
Supply-and-Demand Analysis of Trade and Tariffs 350
Free Trade vs. No Trade
Trade Barriers
The Economic Costs of Tariffs
The Economics of Protectionism 355
Noneconomic Goals
Unsound Grounds for Tariffs
Potentially Valid Arguments for Protection
贫穷的激励问题
福利改革斗争
贫穷的两种观点
今天美国的收入支持计划
所得税抵免
1996 年的美国福利改革
21 世纪经济政策
总 结
概念复习
补充读物和互连网站
问题讨论
第18章 国际贸易
A. 国际贸易实质
国际贸易与国内贸易
对外贸易趋势
商品和服务的国际贸易原因
自然资源的多样性
偏好不同
成本不同
B. 国际间的比较优势
比较优势原则
似乎有悖常识
李嘉图的比较优势分析
贸易的经济收益
作为另一种贸易的外包
比较优势的图形分析
美国如果没有贸易
贸易开放
扩展到多种商品和多个国家
多种商品
多个国家
三角贸易和多边贸易
限制条件和结论
C. 贸易保护主义
贸易和关税的供求分析

<<微观经济学>>

自由贸易和无贸易

贸易壁垒

关税的经济成本

保护主义经济学

非经济目标

站不住脚的关税观

可能符合逻辑的贸易保护观点

Other Barriers to Trade

Multilateral Trade Negotiations 359

Negotiating Free Trade

Appraisal

Summary 361

Concepts for Review 362

Further Reading and Internet Websites 362

Questions for Discussion 363

Glossary of Terms 365

Index 392

其他贸易壁垒

多边贸易谈判

自由贸易谈判

评 价

总 结

概念复习

补充读物和互联网站

问题讨论

专业术语表

索 引__

章节摘录

版权页：插图： Bentham's views about utility seem familiar to many people today. But they were revolutionary 200 years ago because they emphasized that social and economic policies should be designed to achieve certain practical results, whereas legitimacy at that time was usually based on tradition, the divine right of kings, or religious doctrines. Today, many political thinkers defend their legislative proposals with utilitarian notions of what will make the largest number of people best off. The next step in the development of utility theory came when the neoclassical economists--such as William Stanley Jevons (1835-1882) -extended Bentham's utility concept to explain consumer behavior. Jevons thought economic theory was a "calculus of pleasure and pain," and he developed the theory that rational people would base their consumption decisions on the extra or marginal utility of each good. The ideas of Jevons and his coworkers led directly to the modern theories of ordinal utility and indifference curves developed by Vilfredo Pareto, John Hicks, R. G. D. Allen, Paul Samuelson, and others in which the Benthamite ideas of measurable cardinal utility are no longer needed. the same marginal utility as the last pair of shoes, for shoes cost much more per unit than eggs. A satisfactory rule would be: If good A costs twice as much as good B, then buy good A only when its marginal utility is at least twice as great as good B's marginal utility. This leads to the equimarginal principle that I should arrange my consumption so that the last dollar spent on each good is bringing me the same marginal utility. Equimarginal principle: The fundamental condition of maximum satisfaction or utility is the equimarginal principle. It states that a consumer will achieve maximum satisfaction or utility when the marginal utility of the last dollar spent on a good is exactly the same as the marginal utility of the last dollar spent on any other good. Why must this condition hold ?

If any one good gave more marginal utility per dollar, I would increase my utility by taking money away from other goods and spending more on that good--until the law of (2) diminishing marginal utility drove its marginal utility per dollar down to equality with that of other goods. If any good gave less marginal utility per dollar than the common level, I would buy less of it until the marginal utility of the last dollar spent on it had risen back to the common level. The common marginal utility per dollar of all commodities in consumer equilibrium is called the marginal utility of income. It (3) measures the additional utility that would be gained (4) if the consumer could enjoy an extra dollar's worth (5) of consumption.

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