

<<微观经济学>>

图书基本信息

书名：<<微观经济学>>

13位ISBN编号：9787810443616

10位ISBN编号：7810443615

出版时间：1998-08

出版时间：东北财经大学出版社

作者：卡茨,等(美)

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<微观经济学>>

内容概要

微观经济学（第三版），ISBN：9787810443616，作者：卡茨（Katz，M.L.），罗森（Rosen，H.S.）著

<<微观经济学>>

书籍目录

Brief Contents
Chapter 1 The Market Economy 1
PART ONE
The Household
Chapter 2 Consumer Choice
Chapter 3 Comparative Statics and Demand
Appendix 3A An Algebraic Approach to Consumer Choice
Chapter 4 Price Changes and Consumer Welfare
Chapter 5 The Household as Supplier
Chapter 6 Choice under Uncertainty
Chapter 7 The Firm and Its Goals
Chapter 8 Technology and Production
Chapter 9 Cost
Appendix 9A An Algebraic Approach to Technology and Cost
PART THREE
The Competitive Model
Chapter 10 The Price-Taking Firm
Chapter 11 Equilibrium in Competitive Markets
Chapter 12 General Equilibrium and Welfare Economics
PART FOUR
Market Power
Chapter 13 Monopoly
Chapter 14 More on Price-Making Firms
Chapter 15 Oligopoly and Strategic Behavior
Chapter 16 Game Theory
PART FIVE
Missing Markets
Chapter 17 Asymmetric Information
Chapter 18 Externalities and Public Goods
Progress Check Solutions
References
Index

<<微观经济学>>

Contents

Chapter 1 The Market Economy

1.1 Scarcity and Economics

The Three Questions

1. What Is to Be Produced?

2. How Is It to Be Produced?

3. Who Gets the Output?

Section Recap

1.2 Models

A Model of School Attendance

Positive and Normative Analysis

Section Recap

1.3 The Workings of a Price System:

Preview

The Circular Flow Model

The Supply and Demand Model

Demand

Supply

Equilibrium

Supply and Demand for Inputs

The Roles of Prices

Is This All There Is to It?

Section Recap

PART ONE

The Household

Chapter 2 Consumer Choice

2.1 Basic Setup

2.2 Tastes

Assumption 1 (Completeness)

Assumption 2 (Transitivity)

Assumption 3 (Nonsatiation)

Deriving an Indifference Curve

Assumption 4 (Diminishing Marginal Rate of

Substitution)

Deriving an Indifference Map

Summary of Properties of Indifference

Curves

Other Types of Indifference Curves

Perfect Substitutes

Perfect Complements

"Bads"

Utility Theory: Assigning Numbers to

Indifference Curves

Ordinal versus Cardinal Utility

Section Recap

2.3 Budget Constraints

Price-Taking Consumers

<<微观经济学>>

Changes in Prices and Income
Summary of Properties of Linear Budget Constraints
Nonlinear Budget Constraints
Quantity Rationing
Quantity Discounts
Section Recap
2.4 The Consumer's Equilibrium
Interior Solutions
Corner Solutions
Equilibrium with Composite Commodities
Using Utility to Characterize the Consumer's Equilibrium
Preliminary Evaluation of the Theory of Choice
Section Recap
Chapter 3 Comparative Statics and Demand
3.1 Price and Income Changes
Own-Price Changes
Derivation of the Individual's Demand Curve
Cross-Price Changes
Demand Curves and Cross-Price Effects
Income Changes
Income Consumption Curve
Demand Curves and Income Changes
Interpreting Data on Consumer Demand
Market Demand
Individual versus Market Demand Curves
Section Recap
3.2 Comparative Statics Applied
In-Kind Transfers
Charitable Giving
Section Recap
3.3 Elasticity
Price Elasticity of Demand
Computing Elasticities
Price Elasticity and Total Expenditure
Determinants of the Price Elasticity of Demand
Price Elasticity for Some Special Cases
Vertical Demand Curve
Horizontal Demand Curve
Unit Elastic Demand Curve
Linear Demand Curve

<<微观经济学>>

Cross-Price Elasticity of Demand
 Income Elasticity of Demand
 Section Recap
 Appendix 3A An Algebraic Approach to
 Consumer Choice
 3A.1 Utility and Marginal Utility
 3A.2 The Lagrange Method for Finding the
 Consumer's Equilibrium Deriving Demand
 Curves
 3A.3 Elasticity
 Chapter 4 Price Changes and Consumer
 Welfare
 4.1 Income and Substitution Effects
 Graphical Representation
 Algebraic Representation
 Section Recap
 4.2 Compensating and Equivalent
 Variations
 Compensating Variation (CV)
 Equivalent Variation (EV)
 Comparing the CV and EV
 Section Recap
 4.3 Applying Compensating and Equivalent
 Variations
 Evaluating Price Subsidies
 President Carter's Gasoline Tax
 Section Recap
 4.4 Consumer Surplus
 The Demand Curve as a Marginal Valuation
 Schedule
 Prices and Consumer Surplus
 Effect of Price Changes on Consumer
 Surplus
 Application of Consumer Surplus: Analysis of a
 Trade Quota
 "Exact" Consumer Surplus and the Compensated
 Demand Curve
 Compensated Demand Curve
 Section Recap
 Chapter 5 The Household as Supplier
 5.1 Labor Supply
 Budget Constraint and Indifference Curves
 Comparative Statics with the Consumption-
 Leisure Model
 Labor Supply Curve
 Preliminary Evaluation
 The Work Incentives of AFDC

<<微观经济学>>

Producer Surplus
 Unemployment Insurance
 The Supply of Labor to Occupations
 Market Supply Curve of Labor
 Occupational Choice
 Section Recap
 5.2 Capital Supply
 Life-Cycle Model
 Intertemporal Budget Constraint
 Intertemporal Indifference Map
 Equilibrium in the Life-Cycle Model
 Comparative Statics with the Life-Cycle Model
 Saving and Interest Rates
 Supply of Saving
 Is the Life-Cycle Model Relevant?
 The Taxation of Interest Income
 Section Recap
 5.3 More on Present Value
 Fundamental Formulas
 Present Value in Action
 Michael Wittkowski's Lottery Price
 "Truth-in-Lending" Laws
 Perpetuities
 Section Recap
 5.4 Human Capital
 Human Capital as the Only Asset
 Human and Physical Capital
 Section Recap
 Chapter 6 Choice under Uncertainty
 6.1 Gambles and Contingent
 Commodities
 Budget Constraint
 Probability-weighted Expected Value
 The Fair Odds Line
 Preferences
 Equilibrium
 Section Recap
 6.2 Some Applications of Contingent
 Commodities
 Risk Premium
 The Role of Diversification
 Tax Evasion
 Designing Policy toward Evasion
 Evaluating the Tax Evasion Model
 Section Recap
 6.3 Insurance

<<微观经济学>>

Fair Insurance
 Budget Constraint with Fair Insurance
 Preferences
 Equilibrium Amount of Fair Insurance
 The Demand for "Unfair" Insurance
 Changing the Premium
 Changing the Probability of a Lawsuit
 The Importance of Insurance
 Section Recap
 6.4 Decision Making with Many Uncertain
 Outcomes: von Neumann-Morgenstern
 Utility
 Decision Trees
 Utility Functions for Uncertain Situations
 Sequential Decisions
 Applying von Neumann-Morgenstern Utility
 Functions: The Value of Information
 Section Recap
 The Firm
 Chapter 7 The Firm and Its Goals
 7.1 What Do Firms Do?
 Why Do Firms Exist?
 Economic Profit
 User Cost of Capital
 Apple Computer Forgets How to Price
 Memory
 Section Recap
 7.2 The Firm as Supplier: The Profit-
 Maximizing Level of Output
 Total Revenue Curve
 Total Economic Cost Curve
 Maximizing Profit
 The Optimal Output Level for an Active
 Firm
 The Shut-Down Decision
 Refractories: Staying in Business to Lose
 Money
 East Germany: Shutting Down an
 Economy
 Section Recap
 7.3 Do Firms Really Maximize Profits?
 The Divorce of Ownership and Control
 Control Mechanisms
 Internal Control Mechanisms
 External Control Mechanisms
 Section Recap
 7.4 Profit Maximization over Time and under

<<微观经济学>>

Uncertainty
 Intertemporal Choice
 Stockholder Myopia?
 Decisions under Uncertainty
 Policy Implications of Expected Profit
 Maximization
 Gold Mines, Shutdown, and Option
 Value
 Section Recap
 Chapter 8 Technology and Production
 8.1 Technology
 The Production Function
 Isoquants
 How Many Inputs?
 What Is Output?
 The Decision-Making Horizon
 Section Recap
 8.2 Properties of the Production Function
 Marginal Physical Product
 Increasing Marginal Returns
 Constant Marginal Returns
 Diminishing Marginal Returns
 A Changing Pattern of Marginal
 Returns
 Marginal Rate of Technical Substitution
 Two Polar Cases of Factor Substitution
 The Relationship between MPP and
 MRTS
 Returns to Scale
 Constant Returns to Scale
 Increasing Returns to Scale
 Decreasing Returns to Scale
 Graphing Returns to Scale
 Marginal Returns and Returns to Scale
 Section Recap
 Chapter 9 Cost
 9.1 Cost in the Short Run
 Properties of Short-Run Costs
 Variable Cost
 Marginal Cost
 Average Cost
 The Relationship between Short-Run
 Marginal Cost and Short-Run Average
 Variable Cost
 Section Recap
 9.2 Cost in the Long Run
 Graphical Analysis

<<微观经济学>>

Isocost Lines
 Finding the Economically Efficient Input Mix
 Algebraic Interpretation
 Comparative Statics
 Factor Prices
 Technology
 The Nature of Output
 Output Level
 Summary of Comparative Statics Analysis
 Deriving the Long-Run Total Cost Curve
 Properties of Long-Run Costs
 Long-Run Marginal Cost
 Long-Run Average Cost
 Long-Run Costs Compared to Short-Run Costs
 Section Recap
 Appendix 9A: An Algebraic Approach to Technology and Cost
 9A.1 Properties of the Production Function
 9A.2 Cost Minimization in the Long Run
 9A.3 More than Two Factors of Production
 Properties of the Production Function
 Cost Minimization in the Long Run: The Lagrange Method
 9A.4 Estimating Production Functions
 Alternative Strategies
 Estimation Problems
 Using the Cobb-Douglas Production Function
 PART THREE
 The Competitive Model
 Chapter 10 The Price-Taking Firm
 10.1 Supply in Product Markets
 Two Rules for Profit Maximization
 Marginal Output Rule
 Shut-Down Rule
 The Long and the Short of the Matter
 Short-Run Supply Curves
 The Firm's Short-Run Supply Curve
 Long-Run Supply Curves
 Deriving a Firm's Long-Run Supply Curve
 Comparison of the Firm's Short- and Long-

<<微观经济学>>

Run Supply Curves
 Section Recap
 10.2 Factor Demand
 Short-Run Factor Demand
 The Marginal Benefit of an Input
 The Marginal Cost of an Input
 The Profit-Maximizing Input Level
 Long-Run Factor Demand
 Factor Substitution Effect
 Output Effect
 Factor Substitution and Output Effect
 Simultaneously
 Algebraic Approach
 Investment and the Demand for
 Capital
 Section Recap
 Chapter II Equilibrium in Competitive
 Markets
 11.1 The Basic Model of Perfect
 Competition
 Fundamental Assumptions
 The Appropriate Market Structure
 Identifying a Competitive Market
 Structure
 Finding a Competitive Equilibrium
 The Short Run
 Market Supply by Firms
 Market Demand
 Market Equilibrium
 The Individual Supplier's Perspective
 The Role of Price
 The Long Run
 Market Supply
 Market Demand
 Market Equilibrium
 The Individual Supplier's Perspective
 The Long Run Is a Short Run Too
 Input Price Taking by the Firm But Not by the
 Industry
 Heterogeneous Suppliers
 Short-Run Analysis
 Long-Run Analysis
 Economic Rent
 Section Recap: Four Steps to Finding an
 Equilibrium
 11.2 Using the Competitive Model
 The Effects of Taxes

<<微观经济学>>

Elasticities and Incidence
 Who Pays for Social Security?
 The Elasticity of Derived Demand
 Section Recap
 11.3 Normative Analysis of Perfect
 Competition
 Total Surplus as a Measure of Performance
 Are Value Judgments Being Made?
 Prices versus Quantities and Their Roles in
 Attaining Efficiency
 Evaluating Rent Control
 Normative Analysis of a Sales Tax
 Section Recap
 Chapter 12 General Equilibrium and
 Welfare Economics
 12.1 General Equilibrium Analysis
 Supply and Demand Curves
 General Equilibrium Analysis of the
 Minimum Wage
 General Equilibrium in a Pure Exchange
 Economy
 Edgeworth Box
 Section Recap
 12.2 Welfare Economics
 Consumption Efficiency
 Consumption Efficiency and Water
 Rationing
 Production Efficiency
 Production Possibilities Curve
 Pareto Efficiency
 The First Fundamental Theorem of Welfare
 Economics
 Intuition behind the First Welfare
 Theorem
 Prices and Decentralization
 Are Competitive Prices Fair?
 The Theory of the Second Best
 The First Welfare Theorem and Total Surplus
 Analysis
 The Second Fundamental Theorem of Welfare
 Economics
 Section Recap
 12.3 The Welfare Economics of Time and
 Uncertainty
 Efficiency and Intertemporal Resource
 Allocation
 Efficiency and Uncertainty

<<微观经济学>>

Section Recap

12.4 Welfare Economics and the Real World

Market Failure

Market Power

Nonexistence of Markets

Market Failure and a Role for Government

Intervention

Equity

Buying into Welfare Economics

Section Recap

Market Power

Chapter 13 Monopoly

13.1 The Basic Monopoly Model

The Fundamental Assumptions

The Appropriate Market Structure

Equilibrium

Marginal Revenue for a Monopolist

Applying the Rules for Profit

Maximization

Price Elasticity and Profit Maximization

The Long and the Short of Monopoly

Monopoly Compared to Perfect

Competition

Taxing a Monopolist

Incentives to Innovate

Process Innovation

Product Innovation

Section Recap

13.2 Normative Analysis of Monopoly

Equity

Efficiency

A Partial Equilibrium Analysis

A General Equilibrium Analysis

Section Recap

13.3 Public Policy toward Monopoly

Patent Policy

Antitrust Policy

Determinants of Market Structure

Regulation of Monopoly

Section Recap

13.4 Price Discrimination

Conditions Necessary for Profitable Price

Discrimination

First-Degree Price Discrimination

Welfare Effects of First-Degree Price

Discrimination

<<微观经济学>>

Second-Degree Price Discrimination
 Welfare Effects of Second-Degree Price
 Discrimination
 Third-Degree Price Discrimination
 Welfare Effects of Third-Degree Price
 Discrimination
 Section Recap
 Chapter 14 More on Price-Making Firms
 14.1 Cartels
 Cartels in Product Markets
 The Full Cartel Outcome
 Cheating on Cartel Agreements
 Entry as a Limit on Cartel Success
 Regulation as Cartel Enforcement
 The Welfare Cost of Monopoly
 Reconsidered
 Labor Unions
 Section Recap
 14.2 Monopolistic Competition
 The Fundamental Assumptions
 The Appropriate Market Structure
 Equilibrium
 Short-Run Equilibrium
 Long-Run Equilibrium
 Normative Analysis of Monopolistic
 Competition
 The So-Called Excess Capacity
 Theorem
 The Market Equilibrium Compared with the
 Efficient Outcome
 Section Recap
 14.3 Monopsony
 The Fundamental Assumptions
 The Appropriate Market Structure
 The Monopsonistic Equilibrium
 Marginal Factor Cost for a
 Monopsonist
 Equilibrium
 Normative Analysis of Monopsony
 Equity
 Efficiency
 Buycr Cartels: Amateur and Professional
 Athletes
 Section Recap
 Chapter 15 Oligopoly and Strategic
 Behavior
 The Fundamental Assumptions

<<微观经济学>>

The Appropriate Market Structure
 15.1 Quantity-Setting Oligopolists
 Market Equilibrium
 Equilibrium Defined
 Finding a Cournot Equilibrium
 Deriving the Best-Response Functions
 Using Reaction Curves to Find the Cournot Equilibrium
 Comparison of Cournot, Monopoly, and Perfect Competition
 Viability of the Full Cartel Agreement
 Are We Back to Perfect Competition?
 An Algebraic Example of Cournot Equilibrium
 Assumptions of the Example
 Calculating the Reaction Curves
 Calculating the Cournot Equilibrium
 Comparative Statics
 Comparison of Cournot Duopoly, Competition, and Monopoly
 Section Recap
 15.2 Price-Setting Oligopolists
 Bertrand Competition
 Finding the Bertrand Equilibrium
 Cournot or Bertrand?
 Why Are Bertrand and Cournot Duopolies So Different?
 Which Model Should We Use?
 Section Recap
 15.3 Cooperation and Punishment
 A Model of Repeated Interaction
 General Predictions
 Market Structure and Collusion
 Section Recap
 Chapter 16 Game Theory
 16.1 Some Fundamentals of Game Theory
 Game Trees: Decision Trees for Strategic Situations
 Dominant Strategy Equilibrium
 Perfect Equilibrium
 Section Recap
 16.2 Applying Game Theory: Oligopoly with Entry
 Credible Threats and Commitment
 More on Strategic Investment in Oligopoly
 Section Recap
 16.3 Games of Imperfect and Incomplete

<<微观经济学>>

Information

The Prisoners' Dilemma: A Game of Imperfect

Information

Mixed Strategies

A Bargaining Game of Incomplete

Information

Limiting Pricing: A Game of Incomplete

Information

Section Recap

16.4 Repeated Games

Finitely Repeated Games

Section Recap

Missing Markets

Chapter 17 Asymmetric Information

17.1 Signaling and Screening

Another Look at Price Discrimination

Normative Analysis of Second-Degree Price

Discrimination

Real-World Screening

Competitive Market Signaling

Normative Analysis of Education as a

Signal

Is Education Really Just a Signal?

Section Recap

17.2 Adverse Selection

More on Insurance Markets

The Full-Information Equilibrium

The Asymmetric-Information

Equilibrium

The Efficiency Effects of Adverse

Selection

Market Responses to Adverse Selection

Other Markets in Which Adverse Selection Is

Important

Labor Markets

The Market for Human Blood

Government Responses to Hidden

Characteristics

Section Recap

17.3 Hidden Actions

Moral Hazard in Insurance Markets

Fire Prevention in the Absence of

Insurance

Moral Hazard and the Effects of

Insurance

Efficiency Effects of Moral Hazard

Co-Insurance and Deductibles

<<微观经济学>>

Employer-Employee Relationships
Observable Shirking
Unobservable Shirking
Two Puzzles
Moral Hazard in Product Markets
Reputation as a Hostage
Section Recap
Chapter 18 Externalities and Public Goods
18.1 Externalities and Efficiency
Missing Markets
Private Cost versus Social Cost
Section Recap
18.2 Responses to Externalities
Private Responses
Mergers
Social Conventions
Bargaining and the Coase Theorem
Reasons for Failure of Negotiations
Government Responses to Externalities
Regulation
Corrective Taxes
Creating a Market
Section Recap
18.3 Public Goods
Efficient Provision of Public Goods
Impure Public Goods
Market Provision of Public Goods
Responses to the Public-Good Problem
Section Recap
Progress Check Solutions
References
Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>