

<<工商管理专业英语>>

图书基本信息

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内容概要

《21世纪专业英语系列教程：工商管理专业英语》是专为高等院校经济、管理类本科学生编写的专业英语教程。

所用英语规范、生动，知识体系全面、严谨，符合经济管理的实际发展情况，有助于大学经济、管理专业学生的英语专业课学习。

《21世纪专业英语系列教程：工商管理专业英语》由24个单元组成，涉及管理学、组织行为学、人力资源管理、战略管理、生产与运营管理、经济学、会计学与公司理财、市场营销学等方面知识内容。

《21世纪专业英语系列教程：工商管理专业英语》可用作经济、管理类本科生专业英语教材，也可用于其它相关专业的专业外语教材，以及有一定专业知识人士的自学材料。

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章节摘录

Adam Smith is usually considered the founder of the field of microeconomics, the branch of economics, which today is concerned with the behavior of individual entities such as markets, firms, and households. In *The Wealth of Nations*, Smith considered how individual prices are set, studied the determination of prices of land, labor, and capital, and inquired into the strengths and weaknesses of the market mechanism. Most important, he identified the remarkable efficiency properties of markets and saw that economic benefit comes from the self-interested actions of individuals. All these are still important issues today, and while the study of microeconomics has surely advanced greatly since Smith's day, he is still cited by politicians and economists alike.

The other major branch of our subject is macroeconomics, which is concerned with the overall performance of the economy. Macroeconomics did not even exist in its modern form until 1935, when John Maynard Keynes published his revolutionary *General Theory of Employment, Interest and Money*. At the time, England and the United States were still stuck in the Great Depression of the 1930s, and over one-quarter of the American labor force was unemployed. In his new theory Keynes developed an analysis of what causes unemployment and economic downturns, how investment and consumption are determined, how central banks manage money and interest rates, and why some nations thrive while others stagnate. Keynes also argued that governments had an important role in smoothing out the ups and downs of business cycles. Although macroeconomics has progressed far since his first insights, the issues addressed by Keynes still define the study of macroeconomics today.

The two branches - microeconomics and macroeconomics - converge to form modern economics. At one time the boundary between the two areas was quite distinct; more recently, the two sub-disciplines have merged as economists have applied the tools of microeconomics to such topics as unemployment and inflation. In macroeconomics we study the economy as a whole; in microeconomics we look at individual markets. The distinction is important. In microeconomics we might examine the effects of an increase in the price of tomatoes. We can apply the Law of Demand which tells us that - all other things remaining the same - the quantity of tomatoes that people will purchase will go down when the price goes up. We can introduce the concept of price elasticity of demand and attempt to measure how large or small an effect the price increase will have on the quantity purchased. In macroeconomics we might examine the effects of inflation - all prices going up at once. Obviously, the outcome will be quite different. We would need to make the same type of distinction if we were studying labor markets. If the wages of a particular type of labor - short order cooks, for example - were to increase we could predict that employers would find ways to get by with fewer hours of that type of labor. That is microeconomics. But if wages were to increase across the entire economy, prediction would be much more complicated. When we just study the wages of short-order cooks, we can ignore the effect that their extra earnings will have on their demand for goods and services since they make up a small proportion of the workforce. But when all wages go up, the effect on overall demand is too large to ignore - so - we will have to apply the theories of macroeconomics. In short, microeconomics is the economics of one thing at a time and macroeconomics is the economics of everything at once.

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