

《微观经济学》

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内容概要

《微观经济学(第2版)(英汉对照)》是美国最有影响的微观经济学标准教科书之一。它紧扣微观经济学的基本理论，密切联系企业实际面对的经济环境，摒弃了传统教材中过于烦琐的教学推导，设计了独具一格教学框架和内容体系，十分便于教学。《微观经济学(第2版)(英汉对照)》可作为高等院校经济管理等方面的经济学基础课程双语教学教材，也可供广大从事经济管理工作的人士阅读。

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插图：We have shown that the circular flow model omits important aspects of reality. Does this mean that it is a bad model? Our earlier remarks suggest that if the model sheds light on the phenomenon in which we are interested, then there is no problem if it abstracts from other issues. In this sense, the circular flow model is successful. It is a simplification of the real world, but it is a useful one because it illuminates the relationships in which we are interested. The circular flow model is this book's organizing device. From Chapter 2 up to and including Chapter 6 we deal with the household sector. We examine how households make their decisions both as demanders of goods and services, and as suppliers of inputs to firms. Chapters 7, 8, 9 and 10 look at businesses, both in their roles as suppliers of goods and services, and demanders of inputs. Then, from Chapter 11 up to and including Chapter 17 we look at markets, the institutions that mediate between households and firms. We study different types of markets, see how they operate, and evaluate the outcomes they produce. Our discussion of the circular flow model did not say much about how the activities of the household and business sectors are co-ordinated. Given that people make their decisions about what to buy and what to sell in isolation, what prevents business firms from producing purple scarves when households would rather have red shirts? What guarantees that the number of computer programmers employed by businesses will equal the number of people who want to be in that occupation? As our previous discussion of centrally planned economies indicated, we cannot take it for granted that economic activity will end up being properly co-ordinated. In a market system, co-ordination is accomplished in a decentralized fashion by prices. How does this happen? Let us return to the commodity discussed at the beginning of this chapter - bread. Suppose that the current price of bread is 1.25 per loaf. Suppose, further, that at this price, bakers are producing more bread than households want to consume. In a market system, the bakers become aware of the fact that they are producing too much bread because it piles upon their shelves. In effect, there is a bread glut. As a consequence, the price of bread falls, perhaps to 1.10 per loaf. This price decrease has two effects. First, because it has become cheaper, households are willing to purchase more bread than before. Second, with a lower price, bakers are not willing to produce as much bread as they did before. Both effects tend to reduce the magnitude of the glut. Eventually, the price falls enough so that the number of loaves that people are willing to buy equals the number of loaves that firms are willing to produce. The price of bread has coordinated the activities of producers and consumers. More generally, if "too much" of a commodity is being produced in a market system, its price falls; if "too little" is being produced, its price increases. The price remains stable only when a balance has been achieved between what producers are willing to produce and what consumers are willing to consume.

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