

《宏观经济学原理》

图书基本信息

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前言

本书是一本初级的西方经济学教材，作者为帕金夫妇。帕金先生除发表于专业杂志上的学术论文以外，还出版了多本程度深浅不一的西方经济学教材，其中另一本初级教材出版于20世纪末，行销颇广，在不到20年的时间，已经再版6次。在这些已经出版的教材之外，为什么帕金夫妇还要撰写这样一本新教材?对于这个问题，作者自己在本书序言中提供了答案。他们认为，撰写本书的原因在于它所具有的三个特点，而经过较为仔细的浏览之后，笔者相信，本书的内容符合这三个特点。

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内容概要

《宏观经济学原理(第2版影印版)》同时有翻译版(人大社博克公司)著名经济学家帕金的代表作,当前美国、加拿大前20所管理学院指定教材。《宏观经济学原理(第2版影印版)》介绍了宏观经济学课程所有基本的概念和原理,并精心编排章节顺序以强化教学效果。《宏观经济学原理(第2版影印版)》组织结构的基本思想是,在充分就业状态,实物经济仅受到实际变量的影响,价格水平与货币量成正比。这一思想在帮助学生进一步理解充分就业的经济状态和经济周期时会产生难以置信的作用。第2版更新了所选事例和数据,力图揭示21世纪初世界经济的面貌。

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章节摘录

版权页：插图： A unit of account is an agreed-upon measure for stating the prices of goods and services. To get the most out of your budget, you have to figure out whether going to a rock concert is worth its opportunity cost. But that cost is not dollars and cents. It is the number of movies, cappuccinos, ice-cream cones, or local phone calls that you must give up to attend the concert. It's easy to do such calculations when all these goods have prices in terms of dollars and cents (see Table 11.1). If a rock concert costs \$ 32 and movie costs \$ 8, you know right away that going to the concert costs you 4 movies. If a cappuccino costs \$ 2, going to the concert costs 16 cappuccinos. You need only one calculation to figure out the opportunity cost of any pair of goods and services. For example, the opportunity cost of the rock concert is 128 local phone calls ($\$ 32.00 \div 25 \text{ ¢} = 128$). Now imagine how troublesome it would be if the rock concert ticket agent posted its price as 4 movies, and if the movie theater posted its price as 4 cappuccinos, and if the coffee shop posted the price of a cappuccino as 2 ice-cream cones, and if the ice-cream shop posted its price as 4 local phone calls ! Now how much planning around and calculating do you have to do to figure out how much that rock concert is going to cost you in terms of the movies, cappuccino, ice cream, or phone calls that you must give up to attend it? You get the answer for movies right away from the sign posted by the ticket agent. But for all the other goods, you're going to have to visit many different places to establish the price of each commodity in terms of another and then calculate prices in units that are relevant for your own decision. Cover up the column labeled "price in money units" in Table 11.1 and see how hard it is to figure out the number of local phone calls it costs to attend a rock concert. It's enough to make a person swear off rock !

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编辑推荐

《宏观经济学原理(第2版)(影印版)》用最简单的方式将初学者领入经济学的门槛。内容编排条理清晰，理论阐述力求扼要概括，有助于读者掌握宏观经济学的要点和轮廓，领会基本知识。强调核心原理的同时。提供了丰富的现实内容。大量更新的案例及实证分析帮助读者运用所学理论分析现实经济问题，增加学习兴趣。

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精彩短评

- 1、内容设计合理，理论联系实际！
- 2、书店很难买到~~但在当当看到拉~~~！！非常新！！好棒哦！！书的内容也绝对好。很庆幸学校选了这本书。

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