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microeconomic concepts. The book also emphasizes on modern economics — game theory and imperfect markets. Each chapter is self-contained and includes the required key mathematical skills at the start. This book is ideal not only for introductory microeconomics course, but its level of analysis also makes the book appropriate for introductory level economics taught at postgraduate level. With the emphasis on strategy, this text is also well suited for use in business economics course.

This book offers a clear exposition of introductory macroeconomic theory along with more than 600 one- or two-sentence "news clips" that serve as illustrations and exercises.

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Document from the year 2017 in the subject Economics - Micro-economics, grade: 1.0, , language: English, abstract: Fundamentals of Microeconomics is a unique textbook in the field of Microeconomics, which is a core subject for undergraduate and diploma students pursuing courses in Business and various other courses such as engineering, computer sciences, architecture, management and many more. It is specially designed to meet the needs of students studying economics first time at the tertiary level and for non-economists who want to appreciate the subject matter of Microeconomics. This book is the first volume of a series and covers, in the main, the meaning and scope of Economics as a discipline. It goes ahead to treat the key essentials of

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Microeconomics, ie demand, supply, market equilibrium, elasticity of demand, elasticity of supply and consumer choice theory. The second volume will treat theory of production, Cost theory, theory of the firm-perfect competition, monopoly and monopolistic competition. The rich experience of the writer in the teaching of Economics plays out in meeting the needs of the student throughout the pages of the book. The coverage and structure of the book have been designed taking into account the syllabi of Microeconomics courses prescribed by higher education institutions and universities. It is clearly written in a student-friendly manner, and replete with easy to-do exercises so that the first time learner of Economics can do a self-study with this book and excel in Microeconomics. The book will

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be useful for readers who often have difficulty in understanding microeconomic concepts. This book is packed with illustrations, sketch graphs and diagrams that are altogether functional and relevant to the theories presented. Finally, the author hopes the reader is able to apply the basic theories, principles and concepts to help solve everyday economic and business problems that they encounter daily.

REA ' s Essentials provide quick and easy access to critical information in a variety of different fields, ranging from the most basic to the most advanced. As its name implies, these concise, comprehensive study guides summarize the essentials of the field covered. Essentials are helpful when preparing for exams, doing homework and will remain a

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lasting reference source for students, teachers, and professionals. Microeconomics includes the fundamentals of supply and demand, consumer theory, production, perfect competition, the monopoly, and factor prices.

"PRICES AND OPTIMIZATION 1.1 SUPPORTING PRICES 1.2
SHADOW PRICES 1.3 THE ENVELOPE THEOREM 1.4
FOUNDATIONS OF CONSTRAINED OPTMIZATION 1.5
APPLICATION: MONOPOLY PRICING WITH JOINT COSTS
1.1 SUPPORTING PRICES Key ideas: convex and non-convex

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production sets, price based incentives, Supporting Hyperplane Theorem Pursuit of self-interest is central to economics. Thus a deep understanding of the theory of maximization is essential to effective theorizing. In particular, the theory of constrained maximization is so crucial that we explore it in this first chapter. In contrast to a purely mathematical exposition, the emphasis here is on prices"--

Essentials of Economics, Second Edition is a text intended for a one-term course in economics for college students. It attempts to teach students of the analytic way of studying economics and provides the basics of the concept of political economy and uses this knowledge to explain the choice

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process in the public sector. The book presents a comprehensive survey of economics. It contains chapters that highlight the importance of the microincentive structure of macroeconomic markets; identifies the determinants of supply, as well as the impact of public policy on those determinants; and presents both adaptive and rational expectations theory. The linkage between production theory and the cost curves faced by the firm; examination of the market structure; and the role of regulation and deregulation are covered as well. Economics students will find the book very useful.

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