

1. Record Nr.	UNINA9910153066203321
Autore	O'Sullivan Arthur
Titolo	Microeconomics : principles, applications, and tools // O'Sullivan, Sheffrin, Perez
Pubbl/distr/stampa	Harlow, England : , : Pearson, , [2014] ©2014
ISBN	1-292-05476-X
Edizione	[Eighth edition, Pearson new international editon.]
Descrizione fisica	1 online resource (429 pages) : illustrations (some color), tables
Collana	Always learning
Disciplina	338.5
Soggetti	Microeconomics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- Table of Contents -- 1. Introduction: What Is Economics? -- 2. The Key Principles of Economics -- 3. Exchange and Markets -- 4. Demand, Supply, and Market Equilibrium -- 5. Elasticity: A Measure of Responsiveness -- 6. Market Efficiency and Government Intervention -- 7. Consumer Choice: Utility Theory and Insights from Neuroscience -- 8. Production Technology -- 9. Perfect Competition -- 10. Monopoly and Price Discrimination -- 11. Market Entry and Monopolistic Competition -- 12. Oligopoly and Strategic Behavior -- 13. Controlling Market Power: Antitrust and Regulation -- 14. Imperfect Information: Adverse Selection and Moral Hazard -- 15. Public Goods and Public Choice -- 16. External Costs and Environmental Policy -- 17. The Labor Market and the Distribution of Income -- Index.
Sommario/riassunto	For Principles of Microeconomics courses. For a complete multimedia book tour of Economics: Principles, Applications, & Tools, 8e Click Here. For a look at the Supply & Demand Chapter of this title, Click Here. Questions that drive interest, applications that illustrate concepts, and the tools to test and solidify comprehension. Students come into their first Economics course thinking they will gain a better understanding of the economy around them. Unfortunately, they often leave with many unanswered questions. To ensure students actively internalize economics, O'Sullivan/Sheffrin/Perez use chapter-opening questions to spark interest on important economic concepts, applications that vividly illustrate those concepts, and chapter-ending

tools that test and solidify understanding.
