

1. Record Nr.	UNINA9910154770703321
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Titolo	Essentials of economics // R. Glenn Hubbard, Anthony P. O'Brien
Pubbl/distr/stampa	Boston : , : Pearson, , [2015] Â©2015
Edizione	[Fourth edition, Global edition.]
Descrizione fisica	1 online resource (744 pages) : illustrations (some color), photographs
Collana	Always Learning
Disciplina	330
Soggetti	Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes indexes.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Cover -- Title -- Copyright -- ABOUT THE AUTHORS -- BRIEF CONTENTS -- DETAILED CONTENTS -- Preface -- A Word of Thanks -- Part 1: Introduction -- Chapter 1: Economics: Foundations and Models -- Is the Private Doctor's Office Going to Disappear? -- 1.1 Three Key Economic Ideas -- People Are Rational -- People Respond to Economic Incentives -- Making the Connection: Does Health Insurance Give People an Incentive to Become Obese? -- Optimal Decisions Are Made at the Margin -- Solved Problem 1.1: A Doctor Makes a Decision at the Margin -- 1.2 The Economic Problem That Every Society Must Solve -- What Goods and Services Will Be Produced? -- How Will the Goods and Services Be Produced? -- Who Will Receive the Goods and Services Produced? -- Centrally Planned Economies versus Market Economies -- The Modern "Mixed" Economy -- Efficiency and Equity -- 1.3 Economic Models -- The Role of Assumptions in Economic Models -- Forming and Testing Hypotheses in Economic Models -- Positive and Normative Analysis -- Don't Let This Happen to You: Don't Confuse Positive Analysis with Normative Analysis -- Economics as a Social Science -- Making the Connection: Should Medical School Be Free? -- 1.4 Microeconomics and Macroeconomics -- 1.5 A Preview of Important Economic Terms -- Conclusion -- An Inside Look: Look Into Your Smartphone and Say "Ahh" -- *Chapter Summary and Problems -- Key Terms -- Summary -- Review Questions -- Problems and Applications -- Appendix: Using Graphs and Formulas -- Graphs of One Variable -- Graphs of Two Variables -- Slopes of Lines -- Taking into Account

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