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Nota di contenuto	Cover -- About The Author -- Brief Contents -- Detailed Contents -- Preface -- Part One: Introduction -- Chapter 1: What is Economics? -- Definition of Economics -- Two Big Economic Questions -- What, How, and For Whom? -- Do Choices Made in the Pursuit of Self-Interest also Promote the Social Interest? -- The Economic Way of Thinking -- A Choice is a Tradeoff -- Making a Rational Choice -- Benefit: What You Gain -- Cost: What You Must Give Up -- How Much? Choosing at the Margin -- Choices Respond to Incentives -- Economics as Social Science and Policy Tool -- Economist as Social Scientist -- Economist as Policy Adviser -- Appendix: Graphs in Economics -- Graphing Data -- Scatter Diagrams -- Graphs Used in Economic Models -- Variables That Move in the Same Direction -- Variables That Move in Opposite Directions -- Variables That Have a Maximum or a Minimum -- Variables That are Unrelated -- The Slope of a Relationship -- The Slope of a Straight Line -- The Slope of a Curved Line -- Graphing Relationships Among More than Two Variables -- Ceteris Paribus -- When Other Things Change -- Mathematical Note: Equations of Straight Lines -- At Issue -- Economics in the News -- Chapter 2: The Economic Problem -- Production Possibilities and Opportunity Cost -- Production Possibilities Frontier -- Production Efficiency -- Tradeoff Along the PPF -- Opportunity Cost -- Using Resources Efficiently -- The PPF and Marginal Cost -- Preferences and Marginal Benefit -- Allocative Efficiency -- Economic Growth -- The Cost of Economic

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