

《微观经济学原理》

图书基本信息

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内容概要

经济学能做什么？经济学能够为大家所提供的东西到底是什么？这些问题显然要涉及到经济学的逻辑与效用，概括地说，经济学并非世俗理解中的一套致富方法或快速见效的使用工具，而仅仅是一套观察世界和分析世界的理论分析方法和应用体系。

强力推荐：Principles of Microeconomics 英文原版火热发售

《微观经济学原理》

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章节摘录

版权页：插图：That is, people respond to incentives. When the price of an apple rises, for instance, people decide to eat more pears and fewer apples because the cost of buying an apple is higher. At the same time, apple orchards decide to hire more workers and harvest more apples, because the benefit of selling an apple is also higher. As we will see, the effect of price on the behavior of buyers and sellers in a market—in this case, the market for apples—is crucial for understanding how the economy works. Public policymakers should never forget about incentives, for many policies change the costs or benefits that people face and, therefore, alter behavior. A tax on gasoline, for instance, encourages people to drive smaller, more fuel-efficient cars. It also encourages people to take public transportation rather than drive and to live closer to where they work. If the tax were large enough, people would start driving electric cars. When policymakers fail to consider how their policies affect incentives, they often end up with results they did not intend. For example, consider public policy regarding auto safety. Today all cars have seat belts, but that was not true 50 years ago. In the 1960s, Ralph Nader's book *Unsafe at Any Speed* generated much public concern over auto safety. Congress responded with laws requiring seat belts as standard equipment on new cars. How does a seat belt law affect auto safety? The direct effect is obvious: When a person wears a seat belt, the probability of surviving a major auto accident rises. But that's not the end of the story, for the law also affects behavior by altering incentives. The relevant behavior here is the speed and care with which drivers operate their cars. Driving slowly and carefully is costly because it uses the driver's time and energy. When deciding how safely to drive, rational people compare the marginal benefit from safer driving to the marginal cost. They drive more slowly and carefully when the benefit of increased safety is high. It is no surprise, for instance, that people drive more slowly and carefully when roads are icy than when roads are clear. Consider how a seat belt law alters a driver's cost-benefit calculation. Seat belts make accidents less costly because they reduce the likelihood of injury or death. In other words, seat belts reduce the benefits to slow and careful driving. People respond to seat belts as they would to an improvement in road conditions—by faster and less careful driving. The end result of a seat belt law, therefore, is a larger number of accidents. The decline in safe driving has a clear, adverse impact on pedestrians, who are more likely to find themselves in an accident but (unlike the drivers) don't have the benefit of added protection.

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编辑推荐

《微观经济学原理(曼昆经济学)》是普通高等教育“十一五”国家级规划教材和高等学校经济学类英文版教材之一。

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