



## Introductory Microeconomics

By Tristan Nguyen

Shaker Verlag Aug 2010, 2010. Buch. Book Condition: Neu. 24x17x cm. Neuware - The aim of Introductory Microeconomics is to introduce students into microeconomic analysis, which is a particular way of looking at the world and trying to understand it. Topics covered include: preferences and consumer behaviour, theory of the firm, inputs and production function, competitive market equilibrium, monopoly, factors market, welfare economics, game theory, externalities and public goods. The topics are presented with a variety of engaging applications, coupled with an ample number of practice problems and exercises. The learning-by-doing-exercises at the end of each chapter enable students to master the tools of microeconomic analysis and to see how they apply in actual markets and business firms. Introductory Microeconomics is aimed primarily at those who have not previously studied economics (especially bachelor students in business and economics as well as MBA students). It provides a foundation for further study in economics, but is sufficiently self-contained for those who do not intend to take the subject any further. 330 pp. Englisch.



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