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#### 内容提要

本书通过文字与漫画相结合的形式介绍了微观经济学的一些基本概念与原理。全书共6章,包括基本概念、需求与供给、市场干预、需求弹性与供给弹性、生产、市场结构。

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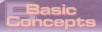
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# Economics

# All-in-One

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基本概念

S CARCITY 稀缺

### Definition 定义

**Scarcity** means that resources are limited in supply relative to unlimited human wants at any given time.

If a good is scare, more of it is preferred, meaning that at a zero price, the quantity demanded is greater than the quantity supplied.

稀缺性是指相对于人类无尽的欲望,资源供给任何时候也显得有限。

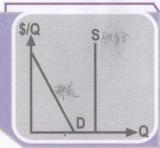
如果某物品稀缺,而人们希望获得更多该物品,即 意味着,当价格等于零时,该物品的需求量大过供 给量。



2 Possible Combinations of the Demand Curve and the Supply Curve

需求曲线与供给曲线的组合有以下两个可能性

# Case 1

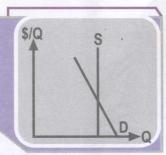


Free goods 免费物品

At a zero price, the quantity supplied is greater than the quantity demanded, implying that human wants do exist in which some of it is preferred to none of it, but nobody wants to have more of it.

当价格等于零时,供给量大于需求量,即人类的<mark>欲望存在</mark>,但人们只希望得到就行,但并不希望得到更多。

# Case 2



Economic goods 经济物品

At a zero price, the quantity demanded is greater than the quantity supplied, implying that more of it is preferred to less of it, thus generating a problem of distribution. It can be resolved by price or non-price competition.

当价格等于零时,需求量大于供给量,人们希望得到更多这种物品,因而产生分配问题。这种问题可通过价格或非价格竞争解决。

# Means to Deal with the Problem of Scarcity 处理稀缺性问题的方法

Owing to the presence of the problem of scarcity, methods of allocating resources, for example, choice, price or non-price competition, are inevitable. Hence scarcity implies the existence of competition, choices and opportunity cost.

当稀缺性问题存在时,分配资源的方法例如选择、价格竞争或非价格竞争是不可避免的。所以稀缺性暗示了竞争、选择和机会成本的出现。

# O PPORTUNITY COST 机会成本

# The Concept of Opportunity Cost 机会成本的概念

Opportunity cost is defined as the highest-valued option forgone.

机会成本是指做出一种选择,而放弃的其他选择的最大价值。



### Illustration 1 阐述一:

Whenever there is no choice, there is no cost.

没有选择, 便没有机会成本。



# Illustration 2 阐述二:

Whenever there is a choice, there is a cost.

有选择,便会出现机会成 本。



### Illustration 3 阐述三:

Whenever there are alternative options, highest-valued option forgone will be the opportunity cost.

当有选择时,所放弃的其 他选择中最佳者的收益便 是机会成本。



/	Option 选择	Α	В	c /
	Value 价值	10	8	6
1	Cost 机会成本	8	10	10

# Scarcity and Opportunity Cost 稀缺性及机会成本

Whenever there is no scarcity, there is no cost of doing anything because all human wants have been satisfied without losing any alternatives.

如果没有稀缺性问题,做任何事也没有机会成本,因为不用失去其他东西,欲望已得到满足。

Change in Value v.s. Change in Cost

价值的改变对机会成本的改变

Illustration 1: Change in Value 阐述一: 价值的改变

Cost will not change, unless there is a change in the highest-valued option forgone.

除非所放弃其他选择的最大价值发生改变, 否则机会成本不会改变。





/	Option 选择	Α	В	C
	Value 价值	9	8	6
	Goods 优点	12	100	60
	Bads 缺点	3	92	54

When option A is chosen, the highest-valued option forgone is option B.

The increase in bads of option A ONLY leads to a decrease in its value, but it does NOT affect the highest-valued option forgone (option B). As opportunity cost remains unchanged, choice does not change, too.

当选择A时,所放弃的最佳选择是B。

当A的缺点增加时,这只会令其价值下跌,但绝不影响所放弃的最佳选择(B)的收益。因此,机会成本不变,选择亦不变。

Illustration 2: Change in Cost (Highest-valued option forgone) 阐述二:机会成本(放弃了另一最佳选择的收益)的改变





Option 选择	Α	В	c /
Value 价值	10	13	6
Goods 优点	12	105	60
Bads 缺点	2	92	54

The increase in goods of option B leads to an increase in its value (13), thus affecting the original highest-valued option forgone. Although the value of the option A (10) does not change, the opportunity cost (13) of choosing option A increases.

Therefore we choose option B (13) as it is the most preferred option (the highest-valued option).

当B的优点增加使其价值上升(13)时,导致放弃的最佳选择的收益改变。虽然选择A的价值(10)不变,其机会成本(13)上升。

因此,我们的最终选择B(13),由于这是最理想的选择(价值最高的选择)。

# The Concept of Full Cost 总机会成本的概念

Full cost = Money cost + Highest-valued option forgone

总机会成本=金钱成本+被放弃的最佳选择的收益

### Illustration 阐述:

A STATE OF THE STA	A	В	/ C
Option 选择	Watching a movie 看电影	Singing in karaoke 唱卡拉OK	Doing a part-time job 做兼职
Value 价值	100	80	60
Fee 费用	\$50	\$40	\$0

When I choose to watch movie, the highest-valued option forgone is option B.

若我选择看电影,被放弃的另一最佳选择是B,唱卡拉OK。





Money cost is \$50 for purchasing the ticket.

金钱成本是购买 电影票的\$50。

# Conclusion:

Full cost = Money cost + Highestvalued option forgone

总结:

总机会成本 = 金钱成本+被放弃的 最佳选择的

收益



STEP





# REMARKS 备注



金钱成本是由价值最高的选择的支出招致的,而不是从被放弃最 佳选择及被放弃了的其他选择而得出的。很多人对金钱成本的概 念产生误解,他们时常错误地选择40元的费用作为金钱成本。要 注意的是,若你选择了A,金钱成本就是你所付出的50元的费用,而 不从被放弃的最佳方案所招致的40元。



# C LASSIFICATION OF GOODS 物品之分类

In economics, goods can be classified by two criteria:

在经济学上,物品可根据两种准则分类:

# Criterion 1 - The Existence of the Problem of Scarcity

准则一:稀缺性问题是否存在

# 1 Economic Goods 经济物品

If a good is an economic good, its quantity demanded is greater than its quantity supplied at a zero price, implying that more of it is preferred to less of it. In addition, it involves the use of scarce resources to produce.

若某物品是经济物品, 当价格等于零时, 其需求量大于供给量。人们希望得到更多。此外, 经济物品需要运用稀缺资源制造。

# Free Goods 免费物品

If a good is a **free good**, its quantity supplied is greater than its quantity demanded at a zero price, but human wants do exist, implying that some of it is preferred to none of it. Moreover, it does not involve the use of scarce resources to produce.

若某物品是免费物品, 当价格等于零时, 其供给量大于需求量, 但人类欲望是存在的, 即他们希望得到而非得不到。此外, 免费物品不需用稀缺资源制造。

#### EXAMPLE 例子

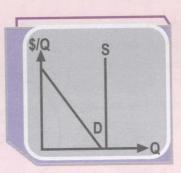
# OXYGEN 氧气

Situation 1: Oxygen is a free good

情况一: 氧气是免费物品







Normal Case 一般情况

Under the normal case, at a zero price, the supply of oxygen is so sufficient that its quantity supplied is greater than its quantity demanded. Hence no prices arise and oxygen is classified as a free good.

在一般的情况下,当价格等于零时,氧气的供给是充足的,其供给量大于需求量,并未出现价格,即氧气被界定为免费物品。

#### EXAMPLE 例子

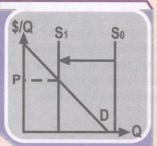
# OXYGEN 氧气

Situation 2: Oxygen is an Economic good

情况二: 氧气是经济物品







Diving 潜水时情况

In the water, the supply of oxygen greatly declines to a level that at a zero price, quantity demanded is greater than quantity supplied. Hence, prices arise and oxygen is classified as an economic good.

在水中,含氧量大大降低, 以致于价格等于零时,需求 量大于供给量。价格便产 生了,即氧气被界定为经济 物品。 这钱都肯要?这也就是价格等于零时,(Qd)>(Qs)啦!

