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经济学

ECONOMICS

EIGHTH EDITION

【美】David Begg Stanley Fischer Rudiger Dornbusch 著
陈仲常 吴 颖 缩编



重庆大学出版社

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[美] David Begg Stanley Fischer,
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陈仲常 吴 颖 陈立泰 缩编

重庆大学出版社

David Begg, Stanley Fischer and Rudiger Dornbusch

Economics Eighth Edition

ISBN: 0-07-710775-6

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版贸核渝字(2005)第 121 号

图书在版编目(CIP)数据

经济学 = Economics/(美)贝格(Begg, D.)著;陈仲常,吴颖缩编. —重庆:重庆大学出版社,2006.11
缩编国外精品教材
ISBN 7-5624-3757-2

I. 经... II. ①贝... ②陈... ③吴... III. 经济学—高等学校—教材—英文 IV. F0

中国版本图书馆 CIP 数据核字(2006)第 105144 号

Economics

经济学 Jingji Xue

[美]David Begg, Stanley Fischer, Rudiger Dornbusch 著 陈仲常 吴颖 缩编

出版者:重庆大学出版社

网 址: <http://www.cqup.com.cn>

电 话:(023) 65102378 65105781

出版人:张鸽盛

责任编辑:刘秀娟

责任校对:任卓惠

印刷者:重庆华林天美印务有限公司

发 行 者:全国新华书店经销

开 本:787×1092 1/16 印张:30.5 字数:900千字

版 次:2006年11月第1版 2006年11月第1次印刷

书 号:ISBN 7-5624-3757-2

印 数:1—3 000

定 价:45.00 元

地 址:重庆市沙坪坝正街 174 号重庆大学(A区)内

邮 编:400030

传 真:(023) 65103686 65105565

版式设计:刘秀娟

责任印制:赵 晟

缩编说明

本教材是 David Begg、Stanley Fischer 和 Rudiger Dornbusch 教授所著的“Economics”（8th Edition）的缩编版。原书被 BBC 誉为“经济学圣经”，它简单明了地阐述了经济学的基本原理，广泛援引实例和数据来帮助学生分析理解重要理论，是针对以经济学为基础课程的学生精心编写的入门教材。

本书是编者根据我国经济管理类经济学课程教学的基本要求，在保留原作者理论联系实际、轻松易读、循序渐进风格的前提下，顺应国内双语教学的发展趋势，满足广大中国学生在经济许可的范围内能阅读国外经济学名著的需求，在英文原书基础上适当缩编而成。

缩编后本书共 25 章，内容包括：经济学与经济、经济学分析工具、市场与供求关系、供求弹性、消费者选择与需求决策、供给决策、成本与供给、完全竞争市场与完全垄断市场、市场结构与不完全竞争市场、劳动力市场、要素市场及收入分配、福利经济学、宏观经济学基础、总产出与总需求、财政政策与国际贸易、货币和银行、利率与货币传导机制、货币与财政政策、总供给与价格波动、通货膨胀及其预期、失业理论、汇率与国际收支平衡、经济增长、经济周期、宏观经济学争鸣；附主要关键术语。

缩编版教材与原教材相比，主要有以下不同：

- 缩编版教材本着便于学生自学和教师组织教学的目的，在减少篇幅的同时，将原书的精华和重点突出，实际容量为原教材的 2/3。
- 删除了劳动力类型、信息经济学、财政收支、工业政策与竞争政策、自然垄断、世界经济等高深章节；贴近我国经济管理类基础经济学课程教学大纲，适用于经济管理类基础经济学课程双语教学。
- 原书作者序言对引领读者踏入经济学殿堂有精彩之处，亦可帮助读者了解经济学研究的线索和思路，所以除了删除章节说明部分，其余予以保留。

缩编教材还保留了原教材的下列主要特色：

- 所有章节都保持了原著的编排风格，使学生能够按照原著者推崇的方法进行学习。
- 例题、习题与实际紧密结合，大多数例题和习题均可找到应用背景。
- 语言流畅、编排新颖、图文并茂、通俗易懂、联系实际。

本书可作高等院校经济管理等方面的经济学基础课程双语教学教材，也可供广大从事经济管理工作的专业人士阅读。

编 者

2006 年 9 月

Preface

Economics is much too interesting to be left to professional economists. It affects almost everything we do, not merely at work or at the shops but also in the home and the voting booth. It influences how well we look after our planet, the future we leave for our children, the extent to which we can care for the poor and the disadvantaged, and the resources we have for enjoying ourselves.

These issues are discussed daily, in bars and buses as well as cabinet meetings and boardrooms. The formal study of economics is exciting because it introduces a toolkit that allows a better understanding of the problems we face. Everyone knows a smoky engine is a bad sign, but sometimes only a trained mechanic can give the right advice on how to fix it.

This book is designed to teach you the toolkit and give you practice in using it. Nobody carries an enormous toolbox very far. Useful toolkits are small enough to be portable but contain enough proven tools to deal both with routine problems and unforeseen circumstances. With practice, you will be surprised at how much light this analysis can shed on daily living. This book is designed to make economics seem as useful as it really is.

How much do economists disagree?

There is an old complaint that economists never agree about anything. This is simply wrong. The media, taxi drivers, and politicians love to talk about topics on which there is disagreement; it would be boring TV if all participants in a panel discussion held identical views. But economics is not a subject in which there is always an argument for everything. There are answers to many questions. We aim to show where economists agree—on what and for what reason—and why they sometimes disagree.

Economics in the 21st century

Our aim is to allow students to understand today's economic environment. This requires mastering the theory and practising its application. Just as the theory of genetics or information technology is slowly progressing, so the theory of economics continues to make progress, sometimes in dramatic and exciting ways.

We believe in introducing students immediately to the latest ideas in economics. If these can be conveyed simply, why force students to use older approaches that work less well? Two recent developments in economics underlie much of what we do. One is the role of information, the other is globalization.

How information is transmitted and manipulated is central to many issues in incentives and competition, including the recent boom in e-commerce. Ease of information, coupled with lower transport costs, also explains trends towards globalization, and associated reductions in national sovereignty, especially in smaller countries. Modern economics helps us make sense of our

changing world, think about where it may go next, and evaluate choices that we currently face.

Learning by doing

Few people practise for a driving test just by reading a book. Even when you think you understand how to do a hill start, it takes a lot of practice to master the finer points. In the same way, we give you lots of examples and real-world applications not just to emphasize the relevance of economics but also to help you master it for yourself. We start at square one and take you slowly through the tools of theoretical reasoning and how to apply them. We do not use algebra and there are very few equations in the book. The best ideas are simple and robust, and can usually be explained quite easily.

How to study

Don't just read about economics, try to do it! It is easy, but mistaken, to read on cruise control, highlighting the odd sentence and gliding through paragraphs we have worked hard to simplify. Active learning needs to be interactive. When the text says 'clearly', ask yourself 'why' is it clear? See if you can construct the diagram before you look at it. As soon as you don't follow something, go back and read it again. Try to think of other examples to which the theory could be applied. The only way to check you really understand things is to try the review questions and see if you got the right answer. The eighth edition has comprehensive answers. You can also explore the on-line resources centre that accompanies this book for extra learning resources, and may also wish to consider using the student workbook that accompanies this text.

To assist you in working through this text, we have developed a number of distinctive study and design features. To familiarize yourself with these features, please turn to the Guided Tour on pages ix-x, overleaf.

Changes to the eighth edition

The eighth edition has been thoroughly revised, even though we have kept to the familiar and proven structure, to ensure that it keeps up with the latest thinking about our evolving world and the way in which economics can make sense of it.

Specific changes to the new edition include:

- A complete revision of the discussion of UK competition policy, reflecting changes in legislation and regulatory practice, themselves a response to evolving market conditions that we explain.
- A realistic discussion of modern monetary policy using inflation targeting. Traditional analyses that rely on IS/LM with fixed money supply are more obsolete than ever, and the core of part 2 integrates the new monetary policy into traditional discussions of aggregate supply and the Phillips curve.
- The eighth edition streamlines the pioneering discussion of the new monetary policy, first introduced in the seventh edition, stripping it down to its bare essentials to make it fully accessible to students learning economics for the first time.
- Fully updated throughout to include 2003/2004 data in graphs and tables, and many new contemporary boxes to illustrate key ideas with relevance to students.
- Revised design that places key terms in the margin for easy reference, and that aims to make the

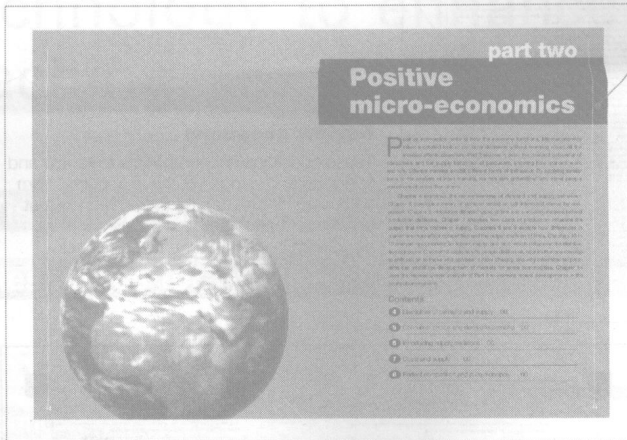
text easier to navigate and use.

- More resources provided for lecturers.

Supplementary resources

Economics eighth edition offers a comprehensive package of resources for the teaching and learning of economics. The resources offered with the new edition have been developed in response to feedback from current users in order to provide lecturers with a variety of teaching resources for class teaching, lectures and assessment. Students are also offered a range of extra materials to assist them in learning, revising and applying the principles of economics.

Guided tour



Part openings

There are five Part Openers, which introduce the topics and themes covered throughout the five parts of the text.

Important key concepts

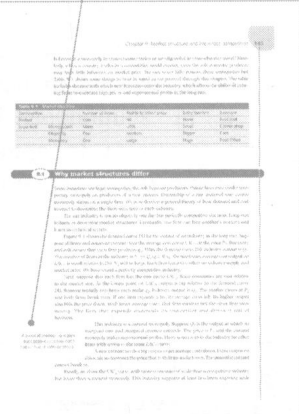
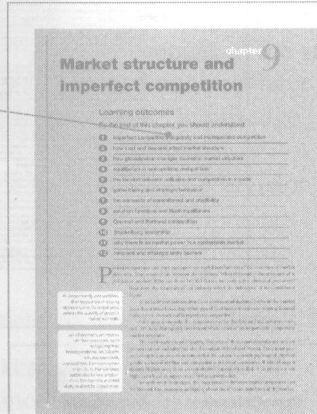
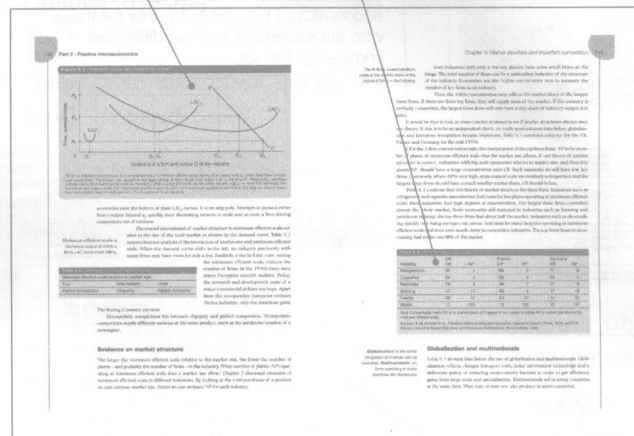
These are highlighted throughout each chapter and provide key points for ease of reference. A glossary at the end of the book compiles the key terms for handy reference.

Learning outcomes

Each chapter opens with a set of learning outcomes that introduce the issues that will be addressed in the chapter and offer a guide to the students for their revision and learning.

Figures and tables

Each chapter provides a number of figures and tables to help you to visualize the various economic models, and to illustrate and summarize important concepts. Captions offer thorough explanations of important figures.



Part 2: Welfare economics

Prize versus question

If the reward for an individual's entry into a profession is the probability of winning a prize, then the individual's entry decision is based on the probability of winning the prize. This is a simple decision to make. The individual will enter the profession if the probability of winning the prize is greater than the probability of losing the prize. This is a simple decision to make. The individual will enter the profession if the probability of winning the prize is greater than the probability of losing the prize.

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Boxes

Examples throughout the chapters bring economics to life and demonstrate the application of theories and concepts to contemporary issues.

Review questions

These questions encourage you to review and apply the knowledge you have acquired from each chapter and can be undertaken to test your understanding or as a focus for discussion in class. Students can check progress by reviewing the answers at the back of the book.

End of chapter summary

This briefly reviews and reinforces the main topics covered in each chapter, offering a useful revision tool and a means of testing that a solid understanding of the key topics has developed.

Part 2: Welfare economics

Chapter 10: The theory of welfare

Summary

The theory of welfare economics is concerned with the distribution of income and wealth among individuals in a society. It is a branch of economics that deals with the allocation of resources among individuals in a society. The theory of welfare economics is concerned with the distribution of income and wealth among individuals in a society. It is a branch of economics that deals with the allocation of resources among individuals in a society.

Review questions

1. Explain the difference between a private good and a public good. Give examples of each.

2. Explain the difference between a private good and a public good. Give examples of each.

3. Explain the difference between a private good and a public good. Give examples of each.

4. Explain the difference between a private good and a public good. Give examples of each.

5. Explain the difference between a private good and a public good. Give examples of each.

Part 2: Welfare economics

Chapter 11: The theory of welfare

Summary

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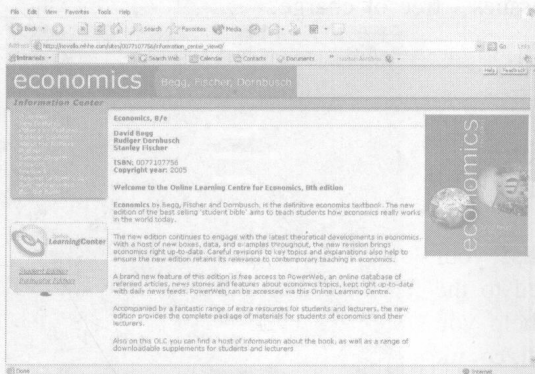
Chapter appendices

These sections at the end of the chapters provide further explanations of economic models for those who wish to use them. They are not necessary to understand the economics of the text but rather for those who are interested in expanding their knowledge further.

Technology to enhance learning and teaching

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Resources for Students

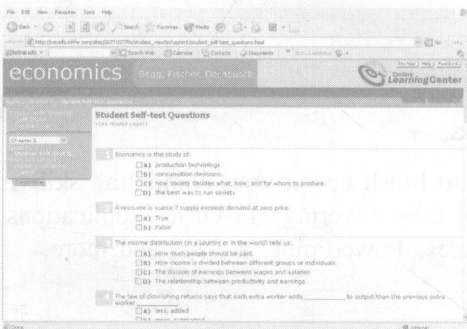


Online Learning Centre (OLC)

After completing each chapter, log on to the supporting Online Learning Centre website. Take advantage of the study tools offered to reinforce the material you have read in the text and to develop your knowledge of economics in a fun and effective way. A range of resources are offered providing revision tools and exam practice.

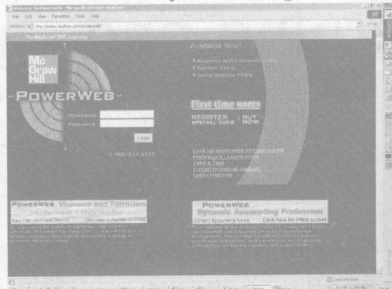
The new edition provides the complete package of materials for students of economics:

- **Additional case studies with exercises**—new cases in economics with questions enable students to apply and analyse concepts from the book.
- **Chapter-by-chapter student test questions**—to check understanding of key topics and ideas with progress tests online.
- **Interactive exercises including animated graphs**—to demonstrate how economic models work in practice.



- **Crossword quizzes**—to test knowledge of key terms in economics with interactive puzzles.
- **Web links** to a wealth of economics sources available online.
- **Learning objectives**—to check that comprehension of the concepts explained in each chapter.
- **Glossary** of technical terms and more learning tools, all available with the book.

Visit the OLC at www.mcgraw-hill.co.uk/textbooks/begg for access to all these materials free with every student purchase of the textbook.



PowerWeb

Free with this book you will receive a pass card that contains a password for PowerWeb^①. By entering the password into the Online Learning Centre, you will be able to access a subjectspecific online database containing carefully referred articles and daily news feeds about economics topics.

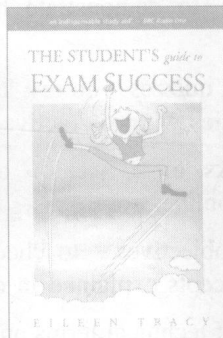
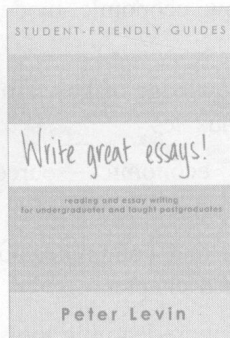
PowerWeb is perfect for researching essays and assignments, keeping in touch with current affairs and seeing how the topics you have learnt apply to economics in the real world. Ideal for expanding your knowledge of up-to-the-minute economics stories and issues—free of charge.

Workbook to accompany Begg Economics Eighth Edition ISBN 0077107802

Would you like access to a range of extra questions, exercises and examples to help you get to grips with economics? The workbook accompanying this book provides a range of extra assessments and questions that can help you to practise your skills in economics and prepare for the exam. Tailored to the book, it is a comprehensive and invaluable tool to help you pass your economics module. Visit www.mcgraw-hill.co.uk for more information and to purchase a copy.

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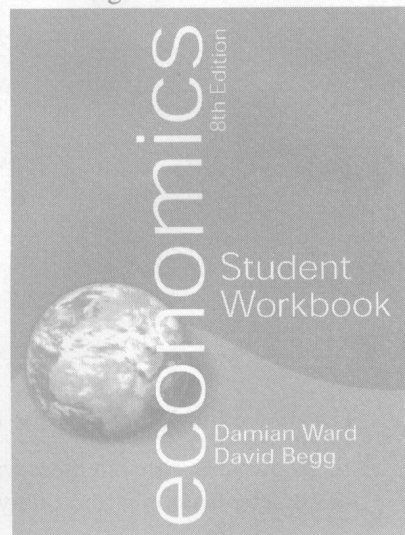
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Resources for Lecturers

Online Learning Centre: Lecturer Area

Lecturers can find a range of resources and tools to support their teaching at the Online Learning Centre Website. a test bank of questions is also available on CD-ROM.

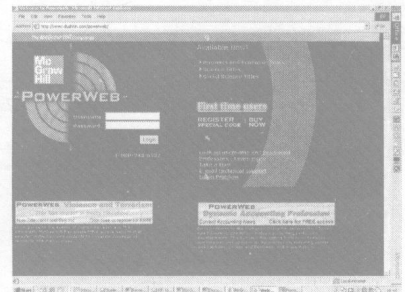
- Access to PowerWeb, a topic-by-topic database of economics articles and news stories for access to regularly updated material for teaching and for students' independent research.
- Lecturer Manual of teaching tips for delivering a principles of economics module.
- Lecture presentations in PowerPoint for use in lectures, seminar or handouts, including all of the graphs and diagrams from the textbook.
- A variety of extra exercises, case materials and ideas for teaching principles of economics.

A CD-ROM test bank of questions is also available for use in generating multiple choice quizzes for progress tests and for creating more formal assessments.

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