

高等学校经济类双语教学推荐教材

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*ECONOMICS
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经济学经典教材·核心课系列

Classics

微观经济学

(英文版·第八版)

Microeconomics

(Eighth Edition)

罗伯特·S.平狄克 (Robert S. Pindyck)

著

丹尼尔·L.鲁宾费尔德 (Daniel L. Rubinfeld)



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内容简介

本书是英文影印版本，是一本经典的、使用广泛的微观经济学教材。内容上除包括供求理论、消费理论、生产和成本理论、厂商价格与产量决策理论、市场失灵和政府干预理论等微观经济领域的基本理论外，还涵盖了近年发展起来的新领域，如博弈论和竞争性策略、不确定性和不对称信息的作用及应用、有市场势力的厂商定价策略、制定政策以有效地处理环境污染之类的外部性问题等。

本书的主要特色是：（1）理论与实践相结合。配有大量案例，对微观经济理论在实践中的应用进行了说明。（2）图文并茂。利用大量图表，形象地论述需经复杂处理才能得出重要结果的微观经济学模型，并用一些实际数据进行分析。（3）基础数学的应用。读者不需要具备高深的数学知识，只要掌握一些基本的代数知识即可阅读。

作者简介

罗伯特·S.平狄克，麻省理工学院斯隆管理学院的经济学和金融学教授。他于1971年在麻省理工学院获得经济学博士学位。他的研究领域主要是微观经济学和产业组织。平狄克教授发表过大量文章，并且出版了数本教科书，其中的《微观经济学》《不确定性下的投资》《计量经济模型与经济预测》被美国的高校广泛采用。

丹尼尔·L.鲁宾费尔德，加州大学伯克利分校法学教授和经济学教授，并曾在1997年和1998年担任美国司法部的首席经济学家。他于1972年在麻省理工学院获得博士学位。他在反托拉斯、竞争政策、法和经济学、法和统计学以及公共经济学领域发表了多篇论文。

出 版 说 明

党的十六大确立了“引进来，走出去”的发展战略，使得“国际化”复合型人才的需求不断增加。这就对我国一般本科院校多年来所采取的单一语言（母语）教学提出了严峻挑战，经济类专业双语教学改革迫在眉睫。

为配合高校经济类专业双语教学改革，中国人民大学出版社携手培生、麦格劳-希尔、圣智等众多国际知名出版公司，倾情打造了该套“经济类双语系列教材”，本套教材包括：经济管理类专业开设的核心课程、经济学专业开设的主干课程以及财政金融专业和国际贸易专业的主要课程。所选教材均为国外最优秀的本科层次经济类教材。

我们在组织、引进和出版该系列教材的过程中，严把质量关。聘请国内著名经济学家、学者以及一线授课教师审核国外原版教材，广泛听取意见，努力做到把国外真正高水平的适合国内实际教学需求的优秀教材引进来，供国内广大师生参考、研究和学习。

本系列教材主要有以下特点：

第一，教材体系设计完整。本系列教材全部为国外知名出版公司的优秀教材，涵盖了经济类专业的所有主要课程。

第二，保持英文原版教材特色。本系列教材依据国内实际教学需要以及广泛的适应性，部分对原版教材进行了全文影印，部分在保持原版教材体系结构和内容特色的基础上进行了适当删减。

第三，内容紧扣学科前沿。本系列教材在原著选择上紧扣国外教学前沿，基本上都是国外最流行教材的最新版本。

第四，篇幅合理、价格适中。本系列教材一方面在内容和篇幅上很好地适应了国内双语教学的实际需要，另一方面，低定价策略又避免了国外原版图书高额的购买费用。

第五，提供强大的教学支持。依托国外知名出版公司的资源，本系列教材为教师提供丰富的配套教辅资源，如教师手册、PPT课堂演示文稿、试题库等，并配有内容丰富的网络资源，使教学更为便利。

本系列教材既适合高等院校经济类专业的本科教学使用，也适合从事经济类工作和研究的广大从业者阅读和学习。我们在选书、改编过程中虽然全面听取了专家、学者和教师的意见，努力做到满足广大读者的需求，但由于各教材的作者所处的政治、经济和文化背景不同，书中内容仍可能有不妥之处，我们真诚希望广大读者提出宝贵意见和建议，以便我们在以后的版本中不断改进和完善。

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THE FUTURE IS NOW



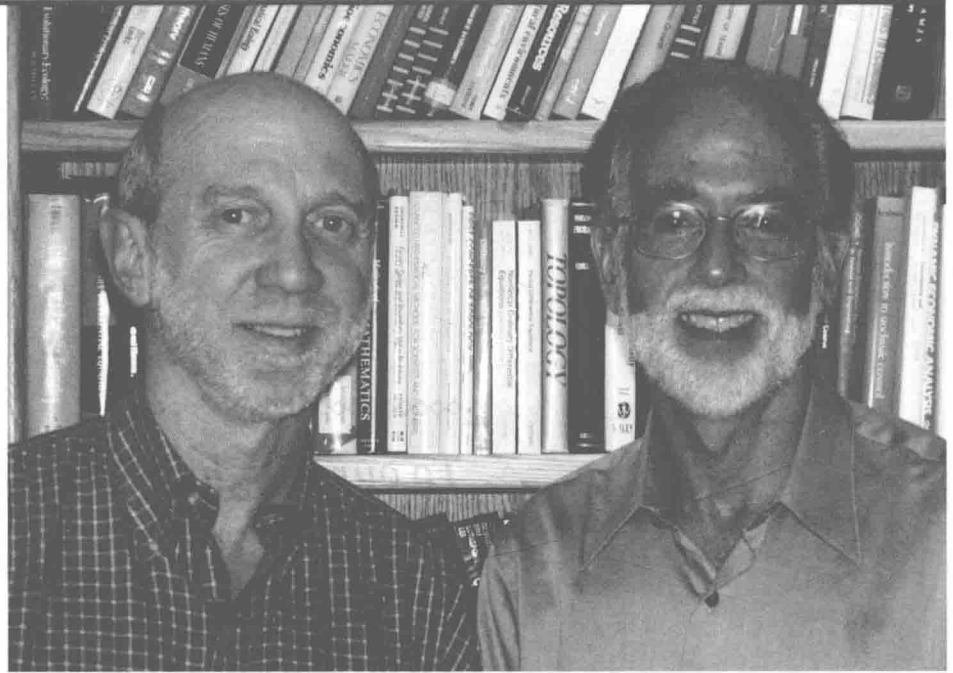
To our daughters,



Maya, Talia, and Shira
Sarah and Rachel

THE FUTURE IS NOW
THE FUTURE IS NOW
THE FUTURE IS NOW
THE FUTURE IS NOW
THE FUTURE IS NOW

ABOUT THE AUTHORS



The authors, back again for a new edition, reflect on their years of successful textbook collaboration. Pindyck is on the right and Rubinfeld on the left.

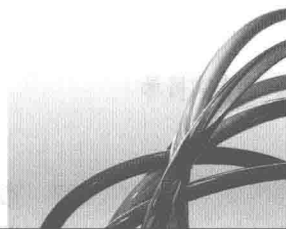
Revising a textbook every three or four years is hard work, and the last edition was well-liked by students. “So why is our publisher pushing for a new edition?” the authors wondered. “Were some of the examples becoming stale? Or might it have something to do with the used book market?” Could be both. In any case, here they are again, with a new edition that has substantial improvements and lots of new examples.

Robert S. Pindyck is the Bank of Tokyo-Mitsubishi Ltd. Professor of Economics and Finance in the Sloan School of Management at M.I.T. Daniel L. Rubinfeld is the Robert L. Bridges Professor of Law and Professor of Economics Emeritus at the University of California, Berkeley, and Professor of Law at NYU. Both received their Ph.Ds from M.I.T., Pindyck in 1971 and Rubinfeld in 1972. Professor Pindyck’s research and writing have covered a variety of topics in microeconomics, including the effects of uncertainty on firm behavior and market structure; the behavior of natural resource, commodity, and financial markets; environmental economics; and criteria for investment decisions. Professor Rubinfeld, who served as chief economist at the Department of Justice in 1997 and 1998, is the author of a variety of articles relating to antitrust, competition policy, law and economics, law and statistics, and public economics.

Pindyck and Rubinfeld are also co-authors of *Econometric Models and Economic Forecasts*, another best-selling textbook that makes a perfect gift (birthdays, weddings, bar mitzvahs, you name it) for the man or woman who has everything. (Buy several—bulk pricing is available.) These two authors are always looking for ways to earn some extra spending money, so they enrolled as human subjects in a double-blind test of a new hair restoration medication. Rubinfeld strongly suspects that he is being given the placebo.

This is probably more than you want to know about these authors, but for further information, see their Web sites: <http://web.mit.edu/rpindyck/www> and <http://www.law.berkeley.edu/faculty/rubinfeld>.

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