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宁向东 译注

经济学精选教材·双语注释版

微观经济理论

MICROECONOMIC THEORY 11E

第11版



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11E MICROECONOMIC THEORY

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出版者序

作为一家致力于出版和传承经典、与国际接轨的大学出版社,北京大学出版社历来重视国际经典教材,尤其是经管类经典教材的引进和出版。自2003年起,我们与圣智、培生、麦格劳-希尔、约翰-威利等国际著名教育出版机构合作,精选并引进了一大批经济管理类的国际优秀教材。其中,很多图书已经改版多次,得到了广大读者的认可和好评,成为国内市面上的经典。例如,我们引进的世界上最流行的经济学教科书——曼昆的《经济学原理》,已经成为国内最受欢迎、使用面最广的经济学经典教材。

呈现在您面前的这套“引进版精选教材”,是主要面向国内经济管理类专业本科生、研究生的教材系列。经过多年的沉淀和累积、吐故和纳新,本丛书在各方面正逐步趋于完善:在学科范围上,扩展为“经济学精选教材”、“金融学精选教材”、“国际商务精选教材”、“管理学精选教材”、“会计学精选教材”、“营销学精选教材”、“人力资源管理精选教材”七个子系列;在课程类型上,基本涵盖了经管类各专业的主修课程,并延伸到不少国内缺乏教材的前沿和分支领域;即便针对同一门课程,也有多本教材入选,或难易程度不同,或理论和实践各有侧重,从而为师生提供了更多的选择。同时,我们在出版形式上也进行了一些探索和创新。例如,为了满足国内双语教学的需要,我们改变了影印版图书之前的单纯影印形式,而是在此基础上,由资深授课教师根据该课程的重点,添加重要术语和重要结论的中文注释,使之成为双语注释版。此次,我们更新了丛书的封面和开本,将其以全新的面貌呈现给广大读者。希望这些内容和形式上的改进,能够为教师授课和学生学习提供便利。

在本丛书的出版过程中,我们得到了国际教育出版机构同行们在版权方面的协助和教辅材料方面的支持。国内诸多著名高校的专家学者、一线教师,更是在繁重的教学和科研任务之余,为我们承担了图书的推荐和评审工作;正是每一位评审者的国

际化视野、专业眼光和奉献精神,才使得本丛书聚木成林,积沙成滩,汇流成海。此外,来自广大读者的反馈既是对我们莫大的肯定和鼓舞,也总能让我们找到提升的空间。本丛书凝聚了上述各方的心血和智慧,在此,谨对他们的热忱帮助和卓越贡献深表谢意!

“千淘万漉虽辛苦,吹尽狂沙始到金。”在图书市场竞争日趋激烈的今天,北京大学出版社始终秉承“教材优先,学术为本”的宗旨,把精品教材的建设作为一项长期的事业。尽管其中会有探索,有坚持,有舍弃,但我们深信,经典必将长远传承,并历久弥新。我们的事业也需要您的热情参与!在此,诚邀各位专家学者和一线教师为我们推荐优秀的经济管理图书(em@pup.cn),并期待来自广大读者的批评和建议。您的需要始终是我们为之努力的目标方向,您的支持是激励我们不断前行的动力源泉!让我们共同引进经典,传播智慧,为提升中国经济管理教育的国际化水平作出贡献!

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关于本书

适用对象

本书适合作为高等院校经济学专业高年级本科生及研究生的中级微观经济学课程的教材。

内容简介

本书是一本久经检验、广为人知、深受读者喜爱,并在市场上具有领先地位的教科书。因其最为清楚、准确地阐述了中级微观经济学的相关概念而受到广泛赞誉,它还高年级本科生和研究生介绍了严密、理想的数学分析方法,使学生能够有机会直接运用理论工具进行实际应用,并接触微观经济学最前沿的研究成果。

本版更新

- 对引言部分与数学相关的许多主题进行了修订,使其更加贴近近期经济学文献中常见的数学方法。
- 不确定性和博弈论被拆分开,各成一个独立的章节。这样做不仅可以把选择和需求部分的内容缩减到一个更容易教学的范围,还可以突出策略和不确定性问题的独特本质。
- 对不确定性(第7章)一章做了较大的修订,扩展了实物期权和信息价值的内容。
- 对博弈论(第8章)一章进行了重要的改动和简化,虽然章节的篇幅大大缩短了,但并不影响其严谨性。
- 对一般均衡模型(第13章)做了全面的修订,并在这一章为读者提供向量概念的基本介绍。
- 在对劳动市场的讨论中加入了很多全新的专题,主要涉及人力资本和寻找工作。
- 对行为经济学部分做了扩展,扩展内容体现在不同的相关章节之中,同时加入了一些习题。
- 运用博弈论严谨地分析了公共品问题(第19章)。

教辅资料说明

- 教师手册。
- PPT 讲义。
- 题库。

任课教师请填写并反馈书后的教辅资料申请表,以便获得相关教辅资料的下载权限。

改编说明

在第11版中,我们根据出版需要,删除了原书第2章“微观经济学中使用的数学工具”、第17章“资本与时间”以及扩展部分内容。这些内容,有兴趣的读者可以参阅《微观经济理论:基本原理与扩展(第11版)》翻译版,也可以参阅其他经济学教科书。感谢清华大学经济管理学院宁向东教授对本书提供了审慎的改编方案。欢迎广大读者在使用中提出意见和建议。

To Maura

To Beth, Sarah, David, Sophia, Abby, Nate, and Christopher

About the authors

Christopher M. Snyder is a Professor of Economics at Dartmouth College. He received his B.A. in economics and mathematics from Fordham University and his Ph.D. in economics from MIT. He is Research Associate in the National Bureau of Economic Research, a member of the Industrial Organization Society board, and Associate Editor of the *International Journal of Industrial Organization and Review of Industrial Organization*. His research covers various theoretical and empirical topics in industrial organization, contract theory, and law and economics.

Professor Snyder and his wife Maura Doyle (who also teaches economics at Dartmouth) live within walking distance of campus in Hanover, New Hampshire, with their three school-aged daughters.

Walter Nicholson is the Ward H. Patton Professor of Economics at Amherst College. He received a B.A. in mathematics from Williams College and a Ph.D. in economics from the Massachusetts Institute of Technology (MIT). Professor Nicholson's primary research interests are in the econometric analyses of labor market problems, including welfare, unemployment, and the impact of international trade. For many years, he has been Senior Fellow at Mathematica, Inc. and has served as an advisor to the U.S. and Canadian governments. He and his wife, Susan, live in Naples, Florida, and Amherst, Massachusetts.

Professors Snyder and Nicholson are also the authors of *Intermediate Microeconomics and Its Application* (Cengage Learning, 2010).

Preface

The 11th edition of *Microeconomic Theory: Basic Principles and Extensions* continues a successful collaboration between the authors starting with the 10th edition. This edition represents a significant effort to continue refining and modernizing our treatment of microeconomics. Despite the significant changes appearing in virtually every chapter, the text retains all of the elements that have made it successful for so many editions. The basic approach is to focus on building intuition about economic models while providing students with the mathematical tools needed to go further in their studies. The text also seeks to facilitate that linkage by providing many numerical examples, advanced problems, and extended discussions of empirical implementation—all of which are intended to show students how microeconomic theory is used today. New developments continue to keep the field exciting, and we hope this edition manages to capture that excitement.

New to the Eleventh Edition

We took a fresh look at every chapter to make sure that they continue to provide clear and up-to-date coverage of all of the topics examined. The major revisions include the following.

- Many of the topics in our introductory chapter on mathematics have been revised to conform more closely to methods usually encountered in the recent economics literature.
- The chapters on uncertainty and game theory have been broken out into their own separate part. This shrinks the part of the book on choice and demand to a more manageable size and emphasizes the unique nature of the strategy and uncertainty topics.
- The chapter on uncertainty (Chapter 7) has been extensively revised. The sections on real options and the value of information have been expanded. Applications to financial economics and the portfolio problem have been streamlined and collected in the Extensions (found at the end of the book).
- The treatment of game theory (Chapter 8) has been substantially streamlined, providing the same level of rigor in a third less space.
- A modern treatment of the literature on firms' boundaries and objectives (The Theory of the Firm) has been added to the body of Chapter 9 and expanded on further in the Extensions (found at the end of the book).
- Our general equilibrium chapter (Chapter 13) has been thoroughly revised. Most notably we now use this chapter to provide students with an elementary introduction to vector notation.
- We have added a number of new topics to our discussion of labor markets focusing mainly on issues related to human capital and job search.
- Coverage of behavioral economics has been expanded, sprinkled throughout various relevant chapters. A handful of behavioral economics problems have been included.
- The public-good problem is rigorously analyzed using game theory (Chapter 19).
- Dozens of new problems have been added.

Supplements to the Text

The thoroughly revised ancillaries for this edition include the following.

- The *Solutions Manual and Test Bank* (by the text authors). The *Solutions Manual* contains comments and solutions to all problems, and the test bank has been revised to include additional questions.
- PowerPoint Lecture Presentation Slides. PowerPoint slides for each chapter of the text provide a thorough set of outlines for classroom use.

Acknowledgments

We are indebted to the team at Cengage and especially to Susan Smart for once again bringing her organizing and cajoling skills to this edition. The copyeditors at Cenveo Publisher Services did a great job of making sense of our messy manuscripts. Juli Cook's text design succeeded in achieving two seemingly irreconcilable goals—making the text both compact and easy to read. Cliff Kallemeyn did a fine job of keeping the production on track; we especially appreciated the way he coordinated the copyediting and page production processes. Devanand Srinivasan supervised the actual production of pages, dealing expertly with the super-abundance of equations.

We thank our colleagues at Amherst and Dartmouth College for valuable conversations and understanding. Several colleagues who used the book for their courses offered us detailed suggestions for revision. We have also benefitted from the reactions of generations of students to the use of the book in our own microeconomics classes. Over the years, Amherst students Mark Bruni, Eric Budish, Adrian Dillon, David Macoy, Tatyana Mamut, Anoop Menon, Katie Merrill, Jordan Milev, Doug Norton, and Jeff Rodman and Dartmouth students Wills Begor and Glynnis Kearny worked with us revising various chapters.

Walter gives special thanks to his wife Susan; after providing much-needed support through twenty-two editions of his microeconomics texts, she is happy for the success, but wonders about his sanity. Walter's children (Kate, David, Tory, and Paul) still seem to be living happy and productive lives despite a severe lack of microeconomic education. Perhaps this can be remedied as the next generation (Beth, Sarah, David, Sophia, Abby, Nate, and Christopher) grows older. At least he hopes they will wonder what the books dedicated to them are all about. The texts sit on a convenient shelf, awaiting this curiosity.

Chris gives special thanks to his family—his wife, Maura Doyle, and their daughters, Clare, Tess, and Meg—for their patience during the revision process. Maura has extensive experience using the book in her popular microeconomics courses at Dartmouth College, and was a rich source of suggestions reflected in this revision.

Perhaps our greatest debt is to instructors who adopt the text, who share a similar view of how microeconomics should be taught. We are grateful for the suggestions that teachers and students have shared with us over the years and encourage teachers and students to continue to e-mail us with any comments on the text (Christopher.M.Snyder@dartmouth.edu or wenicholson@amherst.edu).

Christopher Snyder Hanover New Hampshire
Walter Nicholson Amherst, Massachusetts
July 2011

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