

美国麦格劳-希尔教育出版公司工商管理最新教材 (英文版)

# 财政学(第9版)

[美] Harvey S. Rosen Ted Gayer 著

Public Finance (Ninth Edition)

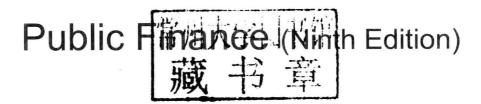




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清华大学出版社 北京 Harvey S. Rosen, Ted Gayer

#### Public Finance, 9th Ed.

EISBN: 0-07-351135-8

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#### 图书在版编目(CIP)数据

财政学 = Public Finance: 第9版: 英文/(美)罗森(Rosen,H.S.),(美)盖尔(Gayer,T.)著. 一北京: 清华大学出版社,2012.4

(美国麦格劳-希尔教育出版公司工商管理最新教材)

ISBN 978-7-302-28249-5

I.①财···Ⅱ.①罗···②盖···Ⅲ.①财政学-教材-英文 IV.① F810

中国版本图书馆 CIP 数据核字 (2012) 第 039437 号

责任编辑:王 青 封面设计:傅瑞学 责任印制:杨 艳

出版发行:清华大学出版社

划 址: http://www.tup.com.cn, http://www.wgbook.com

地 址:北京清华大学学研大厦 A 座 邮

社 总 机: 010-62770175

邮 编: 100084 邮 购: 010-62786544

投稿与读者服务: 010-62776969, c-service@tup. tsinghua. edu. cn

质量反馈: 010-62772015, zhiliang@tup. tsinghua. edu. cn

印装者:清华大学印刷厂

经 销:全国新华书店

开 本: 203mm×260mm

印 张: 37.75

版 次: 2012 年 4 月第 1 版

印 次: 2012 年 4 月第 1 次印刷

印 数:1~5000

定 价:56.00元

# 出版说明

为了适应经济全球化的发展趋势,满足国内广大读者了解、学习和借鉴国外先进经济管理理论和管理经验的需要,清华大学出版社与国外著名出版公司McGraw-hill 教育出版集团合作影印出版了一系列商科英文版教材。我们所选择的图书,基本上是在国外深受欢迎并被广泛采用的优秀教材的缩减版,其主教材均是该领域中较具权威性的经典之作。在选书的过程中,我们得到了很多专家、学者的支持、帮助和鼓励,在此表示谢意!

由于原作者所处国家的政治、经济和文化背景等与我国不同,对书中所持观点, 敬请广大读者在阅读过程中注意加以分析和鉴别。

我们期望这套影印书的出版对我国经济管理科学的发展能有所帮助,对我国商 科的教学,尤其是商学本科的教学能有所促进。

欢迎广大读者给我们提出宝贵的意见和建议,也欢迎有关专业人士向我们推荐您所接触到的国外优秀图书。

清华大学出版社 2012年2月 中国的学生要不要使用英文版的教材,一直有争议。有人认为,我们应该使用自己编写的教材,这样才能更准确地反映我们在课堂上所要表述的观点。用国外的原版教材,有些隔靴搔痒,不能解决中国的实际问题。持不同意见的观点认为,尽管各国在管理体制上有意识、制度、文化等差异,但管理本身在国际环境下具有共同性的问题。特别是,中国的企业在经济全球化的环境下,需要更多地了解国外的管理理论与现状。在这种情况下,就需要引进一些外版的教材。一则,用于满足我们教学的部分需求;二则,更好地了解外版教材的教学服务体系;三则,为我们的师生创造英语教学的环境。

在进行 2004 年本科教指委的工作规划时,我曾特别谈及,要加强对本科教育中教书"育人"、服务于学生的使命的认识,继续优化专业课程设计,扩大精品课程建设,增加专业导向课程,尤其要加强对国际商科与经济管理学科教学进展的研究,并引进最新的教学成果,包括教材及教学资源。这一切都是为了更好地为国家与社会培养更好的人才。

为此,清华大学出版社与美国麦格劳一希尔教育出版公司合作,引进出版这套"精编版"的英文工商管理教材,也正体现这一理念。这套教材吸收国际最新教学成果,提供全方位的教学资源,并借助英语的语言媒介,将会大力提升与发展中国工商管理教学水平,提高学生使用英语语言和网络手段获得长久的终生学习的能力和兴趣,进而提高我国工商界的国际竞争力。这是一件具有重大意义的工作。

在讨论引进国际上在工商管理教学的最新成果时,基本上确定了引进本套教材及教学资源的基本格调,即对"国际最新教学成果"的几个共同认识:一是国际上教学技术的进展究竟走到了哪一步,我们就引进到哪一步。二是要注意教学技术的发展给教学及教材带来了的影响,我们要借鉴新的教学辅助手段。

最近几年,我在美国授课的过程中,注意到教学网络技术: CMS,课程管理系统。通过这个教学辅助系统,教师可以将所要讲授的课程内容简单地张贴到一个系统化的网页上,包括教学演示文件 PPT、章节提要 (Lecture Notes)、在线阅读资料,以及问答题、简答题还有课后大作业等,还可以很简单地开设自己课程的在线论坛 BBS。学生在注册后,便成为在线学生,通过该平台与教师交互,完成习题、在线提交作业,在线考试,自动出评测分析报告。这一切是以教师为中心,

完全解决了教师对于自己教学内容以及对学生及教学过程的网络化数字化管理的问题,并可多次复用、异地复用。这个在线学习系统(BlackBoard, WebCT, eCollege)等不同于国内各高校自己研发的以学籍管理或居于录像、课件的远程教学为中心的校园管理平台,直接解决大学的核心问题:即"大师"们对课程教学内容的管理问题,成为对教师授课最好的在线数字化辅助支持平台。

2004年的春季学期,中国人民大学商学院 247 位教师,所有 364 门课程全面上线,2000 多名学生在线注册学习,引发了人大商学院一场真正意义上的"教学革命"。教师与学生实现了很好地沟通与互动,学生之间也有了很好地学习谈论的天地。目前,我商学院的经验,已经成为赛尔毕博支持国内院校教学上线发展的典范,成为 BlackBoard 在国内的示范教学网站。

课堂教学同网络平台结合之后,又给教学带来了新的挑战,也给教材和教材的出版商们带来了新的机遇。历史悠久的麦格劳-希尔教育出版公司积极适应这种挑战,在商科及经管教材的出版上做了战略性的调整:即将教材本身做"薄",出版一批新型的、跨媒介的教材:将研讨性、探索性、展开式的学习内容放到网上,将动态交互性的内容放到网上,印刷版的教材从过去强调各章节内容全面,呈现教学过程、学习环节,转向到注重概念性及引导性,展现学习的核心内容。同时,他们将教材配套的教学资源做得更"全",将更多的内容上线后全面依托网络,更加动态地呈现教学内容及教学过程;并为不同的教学平台提供完全解决方案,提供跨平台的不同版本的内容"子弹"。无论采用 BlackBoard 或 WebCT 等平台,教师们都可以从出版商处获得标准的教学资源包,为自己采用的教材轻松搭建课程网站,实现教学的在线革命。

总之,教学在革命,教学的手段也在革命。我们要看到工商管理教学在国际上的各种变化,努力跟上时代的发展变化,使我们的学生真正获得国际水准的教育。为此,我衷心地感谢这批教材的国外作者们,正是他们不懈的教学实践,为给我们学科的发展带来源源的活力;同时感谢国内外出版界的人士,感谢他们对教材、教材市场的永恒的追求,不断地帮助我们提升教学水准;衷心希望这批适应新的教学需要的国际最新教材的出版能抛砖引玉,再次带动整个工商管理教育无论是本科、高职高专教学还是MBA、EMBA 教学的发展。

子曰: "学而时习之,不亦悦乎"。在这场教学革命中,我们有更大的勇气面临新的教学的挑战,将中国的工商管理教育推向世界一流的前列!

徐二明

### About the Authors



#### HARVEY S. ROSEN

Harvey S. Rosen is the John L. Weinberg Professor of Economics and Business Policy at Princeton University. Professor Rosen, a Fellow of the Econometric Society and a Research Associate of the National Bureau of Economic Research, is well known for his contributions to the fields of Public Finance, Labor Economics, and Applied Microeconomics. From 1989 to 1991, he served as Deputy Assistant Secretary (Tax Analysis) at the US Treasury. During a second stint in Washington from 2003 to 2005, he served on the President's Council of Economic Advisers, first as a Member and then as Chairman. In this capacity, he provided advice to the White House on a wide variety of policy issues, including tax reform, Social Security, health care, energy, the federal budget, and financial market regulation. In 2007 he received from the National Tax Association its most prestigious award, the Daniel M. Holland medal for distinguished lifetime contributions to the study and practice of public finance.



#### TED GAYER

Ted Gayer is an associate professor at Georgetown University's Public Policy Institute. He is also an adjunct fellow at the Public Policy Institute of California and an adjunct scholar at the American Enterprise Institute. Professor Gayer has published research in environmental economics, regulation, and education policy. From 2003 to 2004, he served as a Senior Economist on the President's Council of Economic Advisers, where he worked primarily on environmental and regulatory policy. He is currently a member of the Environmental Protection Agency's Science Advisory Board. From 2007 to 2008, he served as Deputy Assistant Secretary (Microeconomic Analysis) at the US Treasury. In this capacity, he helped develop policies relating to a wide variety of issues, including housing, credit markets, agriculture, health care, energy, insurance, and the environment. He was also responsible for guiding the Treasury's participation in the Social Security and Medicare Trustees working groups.

The British philosopher and mathematician Bertrand Russell wrote, "Change is one thing, progress is another." In this Ninth edition, we continue to make substantive changes that reflect progress made in the field of public finance. Yet we have been careful to stay focused on the central mission of the book, which is to explain as clearly as possible how the tools of economics can be used to analyze government expenditure and tax policies.

The field of public finance is constantly developing. There are new applications of experimental and quasi-experimental techniques to measure the impact of public policies, and there are new insights provided by fundamental economic theory into the roles of government spending and taxation.

This book incorporates recent developments and along the way takes its readers to the frontiers of current research and policy. While the information presented is cutting edge and reflects the work of economists currently active in the field, our approach makes it accessible to undergraduates whose only prior exposure to economics is at the introductory level.

Each chapter of this Ninth edition has something new. Rather than provide a long list of changes, we will instead highlight some of the key innovations.

#### NEW WORLDS TO EXPLORE

#### Financial Crisis Coverage

June 1

The current generation of students will long remember the financial crisis of 2008 and 2009. Some commentators believe that government policies toward housing may have contributed to the crisis, and at various places throughout the book, we discuss these arguments. For example, the political economy chapter (Chapter 6) discusses some of the consequences when financial firms are operated privately but their debt is, in effect, viewed as backed by the federal government. Similary, Chapters 5, 15, and 18 highlight examples of how the government subsidized housing, possibly contributing to overconsumption in this sector.

#### Expanded Climate Change Coverage

We have expanded our coverage of climate change policy. For example, the chapter on externalities (Chapter 5) includes a new discussion focusing on the choice between a carbon tax and a cap-and-trade program to regulate greenhouse gases. The cost-benefit analysis chapter (Chapter 8) discusses how the choice of a discount rate dramatically affects the scale of the policies needed to deal efficiently with the challenges of climate change.

#### Health Care

The chapter on government and the market for health care (Chapter 10) expands considerably the material on reform options. It now includes a discussion of the

Preface

ix

individual mandate program recently instituted in the state of Massachusetts, as well as a new discussion of international experiences with single-payer health care systems.

#### Tax Issues

The chapters on the US revenue system (Part V)—especially Chapter 17 on the personal income tax—provide numerous updates on tax policies stemming from recent legislation and from proposals made by President Obama.

#### Expanded End-of-Chapter Material

We have also expanded the discussion questions at the end of each chapter, in order to provide students with further opportunities to master the tools of public finance.

All of the changes in this Ninth edition were made to further our goal of providing students with a clear and coherent view of the role of government spending and taxation. Our years of policy experience have convinced us that modern public finance provides a practical and invaluable framework for thinking about policy issues. In this textbook, we have tried to do just what we did when we worked in Washington—to emphasize the links between sound economics and the analysis of real-world policy problems.

Harvey S. Rosen and Ted Gayer

# UP-TO-DATE TOOLS AND SUPPLEMENTS

#### Animated PowerPoint Slides

The Ninth edition includes revised, in-depth, comprehensive PowerPoint slides with animated graphs and figures that appear as if drawn line by line to clarify difficult concepts for students.

#### Test Bank

*Public Finance* has been known for its strong, rigorous test bank questions, and the Ninth edition continues this tradition. The test bank has been expertly updated to reflect the cutting-edge changes in the text. New questions in every chapter provide additional opportunities to test student knowledge.

#### Instructor's Manual and Online Learning Center

Like the test bank, the instructor's manual has been updated in both content and structure.

#### www.mhhe.com/rosen9e

In the Online Learning Center, students can access PowerPoint slides and interesting Web links, while instructors can also access a downloadable version of the Instructor's Manual and the Test Bank.

第一篇 开场白 ······ ]
第1章导论
第 2 章 实证分析工具 ·············18
第 3 章 规范分析工具
第二篇 公共支出分析: 公用品与外部性
第 4 章 公用品 ···································
第 5 章 外部性 ···································
the de -1 24 17 24 14
か - 文 サルマ
At - to Delate Market
At the state of the state of the state of the state of the same of
第三篇 公共支出分析:社会保险与收入保障
第 9 章 健康保险市场 ······ 180 第 10 章 政府与健康保险市场 ····· 205
the she all a first the
for any of the house of the form of the fo
A
第 14 章 税收与收入分配
第 15 章 税收与效率
第 16 章 有效且公平地课税
第五篇 美国的收入制度 379
第 17 章 个人所得税 380
第 18 章 个人课税与个人行为 415
第 19 章 公司税 · · · · · · 438
第 20 章 赤字财政
第 21 章 基本的税收改革: 消费税与财富税 477
第六篇 多级政府财政 505
第 22 章 联邦制下的财政 506
附录537
词汇表559
参考文献

## Brief Table of Contents

### Part | GETTING STARTED 1

- 1 Introduction 2
- 2 Tools of Positive Analysis 18
- 3 Tools of Normative Analysis 34

#### Part II

### PUBLIC EXPENDITURE: PUBLIC GOODS AND EXTERNALITIES 53

- 4 Public Goods 54
- 5 Externalities 73
- 6 Political Economy 108
- 7 Education 136
- 8 Cost-Benefit Analysis 152

#### Part III

## PUBLIC EXPENDITURE: SOCIAL INSURANCE AND INCOME MAINTENANCE 179

- 9 The Health Care Market 180
- 10 Government and the Market for Health Care 205
- 11 Social Security 227
- 12 Income Redistribution: Conceptual Issues 256
- 13 Expenditure Programs for the Poor 275

#### Part IV

#### FRAMEWORK FOR TAX ANALYSIS 301

- 14 Taxation and Income Distribution 302
- 15 Taxation and Efficiency 329
- 16 Efficient and Equitable Taxation 352

#### Part V

### THE UNITED STATES REVENUE SYSTEM 379

- 17 The Personal Income Tax 380
- 18 Personal Taxation and Behavior 415
- 19 The Corporation Tax 438
- 20 Deficit Finance 461
- 21 Fundamental Tax Reform: Taxes on Consumption and Wealth 477

#### Part VI

### MULTIGOVERNMENT PUBLIC FINANCE 505

22 Public Finance in a Federal System 506

Appendix 537

Glossary 559

References 568

## Table of Contents

Part I	The First Fundamental Theorem of Welfare
GETTING STARTED 1	Economics 41
OLITINO STARTED 1	Fairness and the Second Fundamental Theorem
CHAPTER 1	of Welfare Economics 42
INTRODUCTION 2	Market Failure 46
Public Finance and Ideology 3	Market Power 46
Organic View of Government 3	Nonexistence of Markets 47
Mechanistic View of Government 4	Overview 48
Viewpoint of This Book 5	Buying into Welfare Economics 48
Government at a Glance 5	Summary 50
The Legal Framework 6	Discussion Questions 50
The Size of Government 7	
Expenditures 10	Part II
Revenues 12	PUBLIC EXPENDITURE: PUBLIC GOODS
Our Agenda 13	AND EXTERNALITIES 53
Summary 14	
Discussion Questions 14	CHAPTER 4
Appendix: Doing Research in Public Finance 16	PUBLIC GOODS 54
	Public Goods Defined 54
CHAPTER 2	Efficient Provision of Public Goods 56
TOOLS OF POSITIVE ANALYSIS 18	Deriving the Efficiency Condition 58
The Role of Theory 18	Problems in Achieving Efficiency 61
Causation versus Correlation 20	The Free Rider Problem 63
Experimental Studies 21	The Privatization Debate 64
Conducting an Experimental Study 22	Public versus Private Provision 64
Pitfalls of Experimental Studies 23	Public versus Private Production 65
Observational Studies 24	Public Goods and Public Choice 68
Conducting an Observational Study 25	Summary 69
Pitfalls of Observational Studies 26	Discussion Questions 69
Quasi-Experimental Studies 27	Appendix: Preference Revelation Mechanisms 71
Conducting a Quasi-Experimental Study 28	
Pitfalls of Quasi-Experimental Studies 30	CHAPTER 5
Conclusions 31	EXTERNALITIES 73
Summary 32	The Nature of Externalities 74
Discussion Questions 32	Graphical Analysis 76
Discussion Questions 32	Implications 77
CHAPTER 2	Conclusion 81
CHAPTER 3 TOOLS OF NORMATIVE ANALYSIS 34	Private Responses 81
Welfare Economics 34	Bargaining and the Coase Theorem 81
Pure Economy Exchange 34	Mergers 83
rule Economy Exchange 54	Social Conventions 83

Production Economy 39

uklia Dagmanasa ta Festa a Uti a Marana	-
ublic Responses to Externalities: Taxes and ubsidies 84	Externalities? 137
Taxes 84	Is the Education Market Inequitable? 139
Subsidies 85	What can Government Intervention in Education
ublic Responses to Externalities: Emissions	Accomplish? 140
ees and Cap-and-Trade Programs 87	Does Government Intervention Crowd Out Private Education? 140
Emissions Fee 88	
Cap-and-Trade 91	Does Government Spending Improve Educational Outcomes? 141
Emissions Fee versus Cap-and-Trade 93	Public Spending and the Quality of
Command-and-Control Regulation 97	Education 143
he US Response 99	Does Education Increase Earnings? 144
Progress with Incentive-based	New Directions for Public Education 145
Approaches 100	Charter Schools 146
mplications for Income Distribution 101	Vouchers 146
Who Benefits? 101	School Accountability 148
Who Bears the Cost? 102	Summary 149
Positive Externalities 102	Discussion Questions 150
A Cautionary Note 103	the resolution of the control of the
Summary 105	CHAPTER 8
Discussion Questions 105	COST-BENEFIT ANALYSIS 152
	Present Value 152
CHAPTER 6	Projecting Present Dollars into the Future 153
POLITICAL ECONOMY 108	Projecting Future Dollars into the Present 153
Direct Democracy 108	Inflation 154
Unanimity Rules 109	Private Sector Project Evaluation 155
Majority Voting Rules 110	Internal Rate of Return 157
Logrolling 114	Benefit-Cost Ratio 158
Arrow's Impossibility Theorem 116	Discount Rate for Government
Representative Democracy 117	Projects 159
Elected Politicians 118	Rates Based on Returns in the Private
Public Employees 120	Sector 159
Special Interests 122	Social Discount Rate 160
Other Actors 126	Discounting and the Economics of Climate
Explaining Government Growth 127	Change 161
Controlling Government Growth 130	Government Discounting in Practice 161
Conclusions 133	Valuing Public Benefits and Costs 162
Summary 133	Market Prices 162
Discussion Questions 134	Adjusted Market Prices 163
	Consumer Surplus? 164
CHAPTER 7	Inferences from Economic Behavior 165
EDUCATION 136	Valuing Intangibles 168
Justifying Government Intervention	Games Cost-Benefit Analysts Play 168
in Education 137	The Chain-Reaction Game 168
Is Education a Public Good? 137	The Davids Counting Come. 160
Does Education Generate Positive	The Double-Counting Game 169

Distributional Considerations 169	The Advantages of Employer-Provided Health
Uncertainty 170	Insurance 207
An Application: Are Reductions in Class Size Worth It? 171	Employer-Provided Health Insurance and Job Lock 208
Discount Rate 172	Cost Control and Private Insurance 209
Costs 172	Government Provision of Health Insurance:
Benefits 172	Medicare and Medicaid 210
The Bottom Line and Evaluation 173	Medicare: Overview 210
Use (and Nonuse) by Government 174	Cost Control under Medicare 213
Summary 175	Medicare: Impacts on Spending and Health 215 Medicaid: Overview 216
Discussion Questions 175	Medicaid: Overview 216  Medicaid: Impacts on Health 218
Appendix: Calculating the Certainty	Health Care Reform 220
Equivalent Value 177	Mandates 220
	Health Savings Accounts 221
Description 10	Single Payer 222
Part III	Final Thoughts 224
PUBLIC EXPENDITURE: SOCIAL INSURANCE AND INCOME	Summary 224
MAINTENANCE 179	Discussion Questions 225
WILLIAM TO THE STATE OF THE STA	
CHAPTER 9	CHAPTER 11
THE HEALTH CARE MARKET 180	SOCIAL SECURITY 227
What's Special about Health Care? 180	Why Have Social Security? 228
The Role of Insurance 180	Consumption Smoothing and the Annuity
The Role of Risk Pooling 186	Market 228
Adverse Selection in the Health Insurance	Adverse Selection and the Annuity
Market 186 Insurance and Moral Hazard 190	Market 229
Other Information Problems in the Health Care	Other Justifications 229
Market 195	Structure of Social Security 231
Externalities of Health Care 196	Basic Components 231
Do We Want Efficient Provision of Health	Distributional Issues 235
Care? 196	The Trust Fund 239
Paternalism 196	Effects of Social Security on Economic Behavior 240
The Problem of the Uninsured 196	Saving Behavior 240
High Health Care Costs 199	Retirement Decisions 246
Summary 202	Implications 246
Discussion Questions 203	Long-Term Stresses On Social Security 247
	Social Security Reform 248
CHAPTER 10	Maintain the Current System 248
GOVERNMENT AND THE MARKET FOR	Privatize the System 250
HEALTH CARE 205	Conclusions 253
Private Health Insurance 205	
The Implicit Subsidy for Employer-Provided	Summary 253
Insurance 206	Discussion Questions 254

CHAPTER 12 INCOME REDISTRIBUTION: CONCEPTUAL ISSUES 256	Overview 295 Summary 297 Discussion Questions 298
Distribution of Income 257	30 20 m Callaboration (100 and 100 and
Interpreting the Distributional Data 258 Rationales for Income Redistribution 261 Simple Utilitarianism 261	Part IV FRAMEWORK FOR TAX ANALYSIS 301
The Maximin Criterion 264	CW. DED
Pareto Efficient Income	CHAPTER 14
Redistribution 265	TAXATION AND INCOME DISTRIBUTION 302
Nonindividualistic Views 266	Tax Incidence: General Remarks 303
Other Considerations 267	Only People Can Bear Taxes 303
Expenditure Incidence 268	Both Sources and Uses of Income Should Be
Relative Price Effects 268	Considered 304
Public Goods 269	Incidence Depends on How Prices Are
Valuing In-Kind Transfers 269	Determined 304
Reasons for In-Kind Transfers 271	Incidence Depends on the Disposition of Tax
Conclusion 272	Revenues 304
Summary 273	Tax Progressiveness Can Be Measured in Several
Discussion Questions 273	Ways 305
	Partial Equilibrium Models 307
CHAPTER 13	Unit Taxes on Commodities 307
EXPENDITURE PROGRAMS FOR THE	Ad Valorem Taxes 311
POOR 275 A Quick Look at Welfare Spending 275	Taxes on Factors 312
	Commodity Taxation without Competition 314
TANF 276	Profits Taxes 317
Income Maintenance and Work Incentives 277	Tax Incidence and Capitalization 318
The Basic Trade-offs 277	General Equilibrium Models 319
Analysis of Work Incentives 278	Tax Equivalence Relations 319
Work Requirements 283	The Harberger Model 320
Time Limits 284	Analysis of Various Taxes 322
Family Structure 284	Some Qualifications 324
National versus State Administration 284	An Applied Incidence Study 325 Conclusions 326
The Earned Income Tax Credit 285	
Supplemental Security Income 287	Summary 327
Medicaid 288	Discussion Questions 327
Unemployment Insurance 289	CHAPTER 15
Benefits 290	TAXATION AND EFFICIENCY 329
Financing 290	Excess Burden Defined 330
Effects on Unemployment 290	Questions and Answers 333
Food Stamps And Child Nutrition 291	Excess Burden Measurement With Demand
Housing Assistance 292	Curves 337
Programs To Enhance Earnings 294	Preexisting Distortions 339
Education 294	The Excess Burden of a Subsidy 340
Employment and Job Training 294	The Excess Burden of Income Taxation 341

Differential Taxation of Inputs 343	Sama Dividanda 296
Does Efficient Taxation Matter? 346	Some Dividends 386 Capital Gains 386
	Employer Contributions to Benefit
Summary 347	Plans 389
Discussion Questions 347	Some Types of Saving 389
Appendix A: Formula for Excess Burden 349	Gifts and Inheritances 390
Appendix B: Multiple Taxes and The Theory of	Exemptions and Deductions 390
The Second Best 350	Exemptions 390
CHAPTER 16	Deductions 391
EFFICIENT AND EQUITABLE	Impact on the Tax Base 396
TAXATION 352	Tax Expenditures 397
Optimal Commodity Taxation 352	The Simplicity Issue 397
The Ramsey Rule 353	Rate Structure 398
Equity Considerations 356	Effective versus Statutory Rates 400
Summary 357	Taxes and Inflation 402
Application: Taxation of the Family 357	How Inflation Can Affect Taxes 402
Optimal User Fees 358	Coping with the Tax/Inflation
Overview 361	Problem 403
Optimal Income Taxation 361	The Alternative Minimum Tax 404
Edgeworth's Model 361	Choice of Unit and The Marriage Tax 406
Modern Studies 362	Background 406
Politics and The Time Inconsistency	Analyzing the Marriage Tax 408
Problem 364	Treatment of International Income 409
Other Criteria for Tax Design 365	State Income Taxes 410
Horizontal Equity 366	Politics And Tax Reform 411
Costs of Running the Tax System 368	Summary 412
Tax Evasion 369	Discussion Questions 413
Overview 375	
Summary 376	CHAPTER 18
Discussion Questions 376	PERSONAL TAXATION AND
	BEHAVIOR 415
Part V	Labor Supply 415
THE UNITED STATES REVENUE	Theoretical Considerations 416
SYSTEM 379	Some Caveats 419
OHADTED 17	Labor Supply and Tax Revenues 422
CHAPTER 17 THE PERSONAL INCOME TAX 380	Saving 424
Basic Structure 380	Tax-Preferred Savings Accounts 430
	Taxes and the Capital Shortage 431
Defining Income 382 Items Included in H-S Income 382	Housing Decisions 432
Some Practical and Conceptual	Proposals for Change 433
Problems 383	Portfolio Composition 434
Evaluating the H-S Criterion 384	A Note on Politics and Elasticities 435
Excludable Forms of Money Income 385	Summary 436
Interest on State and Local Bonds 385	Discussion Questions 436