

高等学校经济类双语教学推荐教材

CENGAGE
Learning®

*economics
classics*

经济学经典教材·核心课系列

Economics
Classics

经济学基础

(英文版·第十六版)

(16th Edition)

Basic Economics

弗兰克·V·马斯切纳 (Frank V. Mastrianna) 著

CENGAGE
Learning®
圣智学习

中国人民大学出版社

经济学基础

Basic Economics

2024

高等学校经济类双语教学推荐教材



*economics
classics*

经济学经典教材·核心课系列

Economics Classics

经济学基础

(英文版·第十六版)

(16th Edition)

Basic Economics

弗兰克·V·马斯切纳 (Frank V. Mastrianna) 著

中国人民大学出版社

· 北京 ·

图书在版编目 (CIP) 数据

经济学基础：英文 / (美) 马斯切纳著 . —16 版 . —北京：中国人民大学出版社，2014.3

经济学经典教材·核心课系列

ISBN 978-7-300-19099-0

I. ①经… II. ①马… III. ①经济学-教材-英文 IV. ①F0

中国版本图书馆 CIP 数据核字 (2014) 第057058号

高等学校经济类双语教学推荐教材
经济学经典教材·核心课系列
经济学基础 (英文版·第十六版)

弗兰克·V·马斯切纳 著

Jingjixue Jichu

出版发行 中国人民大学出版社

社 址 北京中关村大街31号

电 话 010-62511242 (总编室)

010-82501766 (邮购部)

010-62515195 (发行公司)

网 址 [http:// www. crup. com. cn](http://www.crup.com.cn)

[http:// www. ttrnet. com](http://www.ttrnet.com) (人大教研网)

经 销 新华书店

印 刷 涿州市星河印刷有限公司

规 格 215 mm × 275 mm 16开本

印 张 21.5 插页1

字 数 564 000

邮政编码 100080

010-62511770 (质管部)

010-62514148 (门市部)

010-62515275 (盗版举报)

版 次 2014 年4月第1版

印 次 2014 年4月第1次印刷

定 价 39.80元

版权所有

侵权必究

印装差错

负责调换

出版说明

入世十年,我国已完全融入到经济全球化的浪潮中。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,并配套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。

中国人民大学出版社



Letter to Instructors

Dear Colleague:

Thank you for taking time to examine the 16th edition of *Basic Economics*. With this edition and the 15 editions preceding it, the objective has been to write an economics book that is readable, relevant, enjoyable, and instructive. As a companion to your instruction, *Basic Economics* can dispel the notion that economics is the “dismal science,” helping students find the subject matter intellectually stimulating and rewarding. They will develop a better understanding of the workings of the economy; at the same time, they can acquire a unique set of analytical tools for personal problem solving.

This book seeks to provide students with enough economic theories and applications for a basic understanding of microeconomics and macroeconomics. The 19 chapters in the book each provide sufficient depth and breadth to give justice to the topic. I would hope that the book inspires and motivates students to learn even more about the subject by taking additional economics courses or by regularly reading such publications as the *Wall Street Journal*. The text is not intended to be a current economic issues book, although many current applications of economic theory are included in each chapter. Current examples are woven into the text rather than presented separately or in an appendix. I trust that should you adopt this book you will expand the topics you believe worthy of expansion and introduce new ones as well.

Whenever current examples are presented to enable a better understanding of a topic, by the time the book is published these examples and the data associated with them can appear outdated or even contradictory to current conditions. Not only do data change quickly, but the federal government, upon which most macroeconomic data depend, revises previously released data on an ongoing basis and at times changes base years as well. Fortunately, easy access to current information that supports this text can be found within CourseMate, as an additional resource to the text. Materials on the site are updated regularly.

Basic Economics is a book that is designed for a one-semester, introductory survey course and is intended for students in liberal arts, business, and professional programs for whom a fundamental understanding of economics is important. The book is being used successfully in management development programs, teacher education programs, and MBA programs to fulfill prerequisite requirements in economics. *Basic Economics* is also used by a number of 2-year academic institutions as well as in foreign countries. Several editions have also been translated into Spanish.

I appreciate the fact that you are considering this book for adoption. Should you decide to adopt the book, I hope you will find *Basic Economics* rewarding for both you and your students.

Frank V. Mastrianna
Frank V. Mastrianna, PhD



Letter to Students

Dear Student:

Congratulations on enrolling in a *Basic Economics* course. Of all the courses you may take in pursuing your academic objectives, this one should rise to the upper echelon in importance. As an economist I naturally believe that it is critically important to develop a basic understanding of economic principles. Every day we are inundated with news stories concerning economic issues, whether they are local, state-wide, or national. Our information about economic issues stems from friends, colleagues, newsprint, television, and the Internet. A good deal of this information is subject to criticism, because it is either incomplete or inaccurate. Yet without a firm background in economics, this type of information may be the primary source for making a number of decisions regarding such matters as voting, savings and investment, employment, and consumption. Ignorance, and even fear, can lead to destructive financial decisions for individuals, families, and many businesses.

A survey course of this type will not make you an expert in the field. That is not its purpose. But you will get a much better understanding of the factors that enter into the decisions made by firms, individuals, and governments. In the process you will see that there are two sides to most issues and a simple solution may not be possible. Armed with this knowledge, economics can provide a foundation for arriving at opinions and logical decisions based on something other than hearsay, because economics is the study of choices. In developing this foundation, you will become a more informed citizen and you will gain a better grasp of the complexities entailed in any economic system. On a personal level, it can also change how you analyze choices in your own lives and assist you in making decisions.

As the author of this book, I have tried to condense the most relevant topics into 19 chapters. This has proven difficult but necessary, as there is only so much material your instructor can cover in a relatively short period of time. I have tried to present economics in a very readable manner, omitting all but the most simple math examples. Graphs are used to simplify many analyses and are presented to enhance a clearer understanding of concepts. Like most pictures, graphs enable the reader to understand these concepts with fewer words. I also sought to present you with a combination of theory, policy issues, and current events throughout the book. Make full use of the materials provided with the book for updates and greater insights into the topics.

In conclusion, I wish you success, not only in this course, but in all your endeavors.

Frank V. Mastrianna
Frank V. Mastrianna, PhD



Preface

Basic Economics, 16th edition, is designed for a one-term survey course in economics and is intended primarily for those students in liberal arts, business, and professional programs who will take only one course in economics. This text has also been used successfully for teaching economics in management development and teacher education programs.

► Approach of This Text

Throughout the many editions of *Basic Economics*, the author has responded to the numerous suggestions made by professors, students, and reviewers of the text. Most authors have a tendency to expand the amount of information contained in each chapter or add entirely new chapters with each successive edition. But this approach can result in a proliferation of both text and chapters that cannot be adequately covered in the limited time frame of one semester.

Fortunately, reviewers continue to provide direction by indicating the appropriate size of a one-semester book and by identifying material that needs to be expanded, shortened, or even eliminated. Based on their feedback, the number of chapters in *Basic Economics* has remained the same over nearly two decades, despite the addition of new content and the continued reorganization of material. This edition is no exception—it contains the same number of chapters as before, but the previous chapters 16 and 17 are now reversed. “Macroeconomic Policies” now comes after “Taxation, Budgetary Policy, and the National Debt.” The rationale here is that fiscal and monetary policies to stabilize the economy should be back-to-back, followed by the chapters on macroeconomics policies in general. Each chapter has been reviewed carefully and updated with information currently available at the time of publication. Throughout the text, careful attention has been paid to making the subject matter as readable as possible for an introductory class, and key concepts and terms are sharply defined to enhance their understanding. Learning objectives are included to fit the content and should be valuable in focusing student attention on important areas of emphasis. Figures, tables, and statistics have been updated and vocabulary simplified to a minimal use of economic jargon. International coverage has been updated throughout the text in the form of examples and insights where relevant.

Summaries of each chapter are included, as in the past. This edition also includes references to websites that can assist students seeking more in-depth information on specific issues.

► Organization

The first part of the book presents students with a focused introduction to the subject matter of economics. Chapters 1 and 2 include important economic concepts and definitions to give the student a clearer understanding of the nature and scope of economics.

The problem of scarcity and why scarcity forces individuals and societies to make choices is presented in Chapter 2. The production possibilities curve, specialization and exchange, and comparative advantage are presented in support of the scarcity concept. Chapters 3 through 6 provide an introduction to microeconomic principles. After basic economic concepts such as demand, supply, elasticity, cost, production, and profit are developed, the student is presented with the opportunity to apply these tools under conditions of both perfect and imperfect competition. The relationship between production and cost is developed in Chapter 4, "Production, Cost, and Profit." "Perfect Competition" is presented in Chapter 5 as the theoretical standard for competition. Chapter 6 previously encompassed the workings of monopolistic competition, monopoly, and oligopoly in one chapter. However, because of the growth and interest in microeconomics, Chapter 6 is now titled "Monopoly" and focuses exclusively on this imperfectly competitive structure. The market structures of "Monopolistic Competition and Oligopoly" have been expanded and are now the subject of Chapter 7.

Chapter 8, "The Labor Market, Employment, and Unemployment" is a chapter that presents labor theory in competitive and noncompetitive markets along with economic applications using economic tools. The second half of the chapter is more institutional and focuses on employment issues and the labor force. Chapter 9, "Income Distribution," describes the distribution of income in the United States, presents the Lorenz curve and Gini coefficient as measures of income inequality, analyzes the cause of income inequality, and examines the extent and nature of poverty and welfare. Chapter 10, "The Circular Flow Model and National Income," presents a linkage between the circular flow of economic activity, previously presented as a separate chapter, and measures of overall economic activity. National income accounting methods using Bureau of Economic Analysis statistics are presented in detail.

Chapter 11, "Business Cycles," remains essentially the same as in the previous edition, with the addition of information on the completion of the recent business cycle. Chapter 12, "Macroeconomic Models and Analysis," compares and contrasts the classical theory of macroeconomic analysis with Keynesian economics and develops the modern model of aggregate demand and aggregate supply. The chapter concludes with a comparison of the Monetarist and New Classical schools of thought, in addition to supply-side theory. Chapter 13, "Money in the U.S. Economy," has been updated and expanded. Chapter 14, "Taxation, Budgetary Policy, and the National Debt," covers major theories of taxation, the use of the federal budget as a countercyclical device, and problems resulting from the national debt. Chapter 15, "Macroeconomic Policies," explains how monetary and fiscal tools can be used to change the equilibrium level of output in the economy, and historical sections provide students with an evolutionary framework of various public policy approaches. Macroeconomic policies available during wartime are also included.

As in previous editions, international trade and finance chapters comprise the final section of the book. Chapter 16, "International Trade and Aid," includes updated material on U.S. trade, the World Trade Organization, the North American Free Trade Agreement, and the continued growth of the European Union. Chapter 17, "The Balance of International Payments," explains the balance of payments account, exchange rate determination, the workings of the International Monetary Fund, and the changing global environment.

In the opinion of the author, these chapters give students the best overview of the workings of the economy, both from microeconomic and from macroeconomic perspectives. This is a survey book and not intended to be a full-year treatment of economic

principles. It is written for the one-semester audience, and it is not a shortened version of a full-year textbook. *Basic Economics* is clearly not a contemporary economic issues book nor a personal finance book, but rather one that is steeped in economic principles supported by numerous current examples. It is hoped that students using this book will find that economics is not a “dismal science” after all.

► Pedagogical Features

The 16th edition of *Basic Economics* has been thoroughly revised to improve readability and student understanding. Numerous pedagogical features are included for this purpose.

- Each chapter begins with learning objectives that identify important topics covered within the chapter.
- Key terms are in color to indicate their importance.
- Key terms and their definitions appear in the margins as well as in the glossary at the end of the book.
- Graphs have been simplified to improve clarity.
- Each chapter includes a reference to at least one website that contains additional information on specific chapter topics.
- Chapters conclude with a summary, a list of new terms and concepts, and review questions suitable for a classroom discussion.

► Enhanced Online Teaching and Learning Package*

CourseMate

Multiple resources for learning and reinforcing concepts are now available in one place! CourseMate equips students with a wealth of resources that help them study and apply economic concepts. As they read the chapters, students can go online and access news videos, interactive quizzes, games, and flashcards. Students also have access to graphing tutorials to aid them in understanding how graphs are used. The following resources are also included in your CourseMate purchase:

- **Engagement Tracker:** How do you know your students have read the material or viewed the resources you've assigned? Engagement Tracker assesses student preparation and engagement. Use the tracking tools to see progress for the class as a whole or for individual students. Identify students at risk early in the course. Uncover which concepts are most difficult for your class. Monitor time on task. Keep your students engaged in economics!
- **Interactive e-Book:** Students can take notes, highlight, search, and interact with embedded media specific to this book.

► Instructor Resources*

Instructor's Resource CD-ROM (IRCD)

Get quick access to all instructor supplements from your desktop. This easy-to-use CD-ROM lets you review, edit, and copy exactly what you need in the format you want. Included on the IRCD are the Instructor's Manual and Test Bank, ExamView testing software, and the PowerPoint® slides.

*中国人民大学出版社未购买该资源的版权，使用本书的读者请填写书后的《教辅材料申请表》向圣智公司申请。

Instructor's Manual and Test Bank

The *Instructor's Manual and Test Bank* contains the purpose, learning objectives, new terms and definitions, a chapter outline and lecture notes, answers to the text end-of-chapter discussion questions, and suggested readings for each text chapter. It includes transparency masters of figures from the text and a test bank of more than 1,800 true-false, multiple-choice, and discussion questions arranged by text chapter. All test bank questions are tagged by topic, difficulty, Bloom's Taxonomy, Business Program and Discipline standards. The *Instructor's Manual and Test Bank* is available to instructors only, on the password-protected website, <http://login.cengage.com>. It is also available on the IRCD.

ExamView® Testing Software

A computerized version of the test bank, *ExamView®*, is available to adopters of *Basic Economics*. This program is an easy-to-use test creation software compatible with Microsoft Windows. Instructors can add or edit questions, instructions, and answers, and select questions by previewing them on the screen, choosing them randomly, or choosing them by number. Instructors can also create and administer quizzes online, whether over the Internet, a local network (LAN), or a wide area network (WAN). *ExamView* is available only on the IRCD.

PowerPoint® Presentation Slides

The *PowerPoint®* slides are completely updated and may be downloaded for use by instructors for lecture. The PowerPoint slides are available to instructors only, on the password-protected website, <http://login.cengage.com>. It is also available on the IRCD.

► Acknowledgments

A revision of any textbook requires the combined efforts of many individuals, and the 16th edition of *Basic Economics* is no exception. I am grateful to all those who have given their time and talent to the development of this book, not only for this edition but for those preceding it.

Numerous comments were received from professors and students who used earlier editions of *Basic Economics*. I thank not only those who assisted with the first 15 editions but also those who offered suggestions for improvement of the 16th:

Lawrence Overlan	Wentworth College
Binetta M. Dolan	Georgian Court University
Jonathan Smith	Palomar College
Judy Kamm	Lindenwood University
Khondaker Ekramul Haque	Elizabethtown Community and Technical College
Timothy F. Kearney	Misericordia University
Frances F. Lea	Germanna Community College
Thomas J. Sweetz	Misericordia University
Paul Hettler	California University of Pennsylvania
Mehdi Afiat	College of Southern Nevada
James K. Lawrence	The Ohio State University
Richard Milani	Hibbing Community College
Syed H. Jafri	Tarleton State University
Michael Heim	Century College
Jeffrey Phillips	Colby-Sawyer College

I would like to thank three people in particular for their invaluable assistance with this edition. The developmental editor, Julie Warwick, the content project manager, Kalpana Venkatramani, and acquisitions editor, Steve Scoble have been all that an author could hope for. In addition to reviewing manuscript, Julie and Kalpana monitored and tracked numerous timelines to meet writing and production schedules, not only for me but for many others whose responsibilities included this book and its ancillaries. Julie, Kalpana and Steve were all thorough, efficient, and communicated promptly and informatively throughout the process.

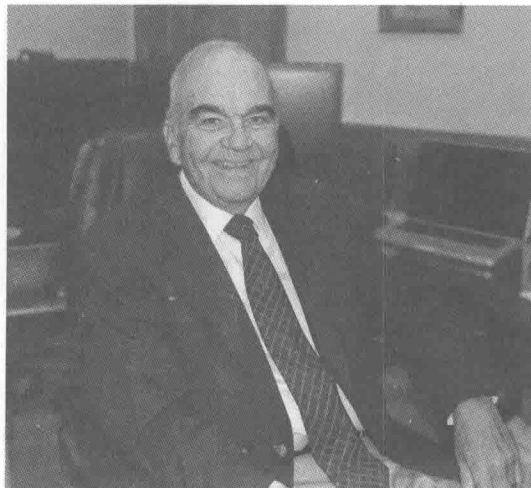
Frank V. Mastrianna, PhD

About the Author

Frank V. Mastrianna is a retired dean of Business, Information, and Social Sciences at Slippery Rock University of Pennsylvania. Prior to assuming these responsibilities, he was professor of economics and dean of the College of Business Administration at Xavier University in Cincinnati, Ohio. During his tenure as professor of economics, he taught a variety of economics courses in both undergraduate and graduate programs. Although his research and teaching specializations center on microeconomic theory and industrial organization, he considers himself a generalist in the field. As such, he became most interested in teaching and writing for introductory students and was selected by university colleagues as Faculty Member of the Year. He has written several college-level books and has also written articles for economic journals and periodicals. In addition, he has delivered presentations at numerous academic organizations in the United States and abroad.

Dr. Mastrianna has been a visiting professor at a number of universities and a featured speaker for many government, business, professional, and civic groups. He is founder of a forensic economics consulting business and has given expert economic opinion in numerous court proceedings in five states. He presently serves on the Board of Directors of the UNIFY Holding Company located in Lincoln, Nebraska.

Dr. Mastrianna received his undergraduate degree in economics from Xavier University and his MA and PhD in economics from the University of Cincinnati. He currently resides in Naples, Florida.



David Frey

简 明 目 录

第 1 章 经济学的本质和研究范围	1
第 2 章 稀缺性和选择	12
第 3 章 价格：需求和供给的角色	25
第 4 章 生产、成本和利润	46
第 5 章 完全竞争	61
第 6 章 垄断	73
第 7 章 垄断竞争和寡头垄断	89
第 8 章 劳动力市场、就业和失业	107
第 9 章 收入分配	130
第 10 章 循环流动模型和国民收入账户	145
第 11 章 商业周期	162
第 12 章 宏观经济学模型和分析	178
第 13 章 美国经济中的货币	198
第 14 章 税收、财政预算政策和国债	216
第 15 章 宏观经济政策	237
第 16 章 国际贸易和援助	259
第 17 章 国际收支平衡	282
术语表	301

目 录

第1章 经济学的本质和研究范围	1
经济学的定义	2
宏观经济学和微观经济学	9
经济学是一门选择的科学	9
主要名词和概念	10
问题讨论	11
第2章 稀缺性和选择	12
稀缺性和选择	13
国家必须作出选择	13
生产可能性曲线	14
美国经济中的稀缺性和选择	18
稀缺性问题	19
专业化和交换	20
绝对优势和比较优势	20
主要名词和概念	24
问题讨论	24
第3章 价格：需求和供给的角色	25
市场机制	26
需求	26
供给	30
需求和供给如何决定价格	32
价格上限和价格下限	34
需求价格弹性	36
供给价格弹性	41
主要名词和概念	45
问题讨论	45
第4章 生产、成本和利润	46
生产函数	47
生产成本	49
收入和利润	55
经济利润	58
主要名词和概念	59
问题讨论	60

第5章 完全竞争	61
完全竞争的特征	62
短期中的价格和利润	63
长期中的价格和利润	67
完全竞争的社会影响	70
主要名词和概念	72
问题讨论	72
第6章 垄断	73
垄断	74
垄断价格	76
价格歧视	80
主要名词和概念	87
问题讨论	88
第7章 垄断竞争和寡头垄断	89
垄断竞争	90
寡头垄断	92
完全竞争与垄断定价	99
消费者间的竞争	100
美国的市场结构	101
市场力量在多大程度上是可容忍的	101
反垄断法	101
主要名词和概念	106
问题讨论	106
第8章 劳动力市场、就业和失业	107
劳动力的供给和需求	108
最低工资和就业	116
劳动力	118
失业的类型	122
失业如何衡量	123
就业问题	124
美国和其他地方的失业率	127
主要名词和概念	129
问题讨论	129
第9章 收入分配	130
个体、家庭和家庭收入	131
贫穷	140
以工代赈	142
主要名词和概念	144

问题讨论	144
第 10 章 循环流动模型和国民收入账户	145
收入的循环流动	146
美国经济的 GDP	152
作为衡量经济福利的 GDP	155
GDP 的国际比较	159
主要名词和概念	160
问题讨论	160
第 11 章 商业周期	162
商业周期	163
熨平商业周期的因素	169
商业周期指标	170
引起商业周期的原因	171
主要名词和概念	176
问题讨论	177
第 12 章 宏观经济学模型和分析	178
总需求和总供给	179
古典主义的分析	180
凯恩斯主义的分析	181
总供给和总需求的再考察	191
货币主义和新古典主义	193
主要名词和概念	197
问题讨论	197
第 13 章 美国经济中的货币	198
货币的本质	199
货币的作用和度量	199
货币的供给和总收入	202
货币创造	204
主要名词和概念	215
问题讨论	215
第 14 章 税收、财政预算政策和国债	216
税收	217
税率结构	218
税负	220
联邦税	220
税收的目的	223
财政预算政策	224