

清华经济学系列英文版教材

PEARSON

微观经济学

Microeconomics Seventh Edition

(美) 罗伯特·S.平狄克 (Robert S. Pindyck) 著
丹尼尔·L.鲁宾费尔德 (Daniel L. Rubinfeld)

第7版



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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管理经验和掌握经济理论前沿动态的需要,清华大学出版社与国外著名出版公司合作影印出版一系列英文版经济管理方面的图书。我们所选择的图书,基本上是已再版多次、在国外深受欢迎、并被广泛采用的优秀教材,绝大部分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科学的发展能有所帮助,对我国经济管理专业的教学能有所促进。

欢迎广大读者给我们提出宝贵的意见和建议,同时也欢迎有关的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
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世纪之交，中国与世界的发展呈现最显著的两大趋势——以网络为代表的信息技术的突飞猛进，以及经济全球化的激烈挑战。无论是无远弗界的因特网，还是日益密切的政治、经济、文化等方面的国际合作，都标示着21世纪的中国是一个更加开放的中国，也面临着一个更加开放的世界。

教育，特别是管理教育总是扮演着学习与合作的先行者的角色。改革开放以来，尤其是20世纪90年代之后，为了探寻中国国情与国际上一切优秀的管理教育思想、方法和手段的完美结合，为了更好地培养高层次的“面向国际市场竞争、具备国际经营头脑”的管理者，我国的教育机构与美国、欧洲、澳洲以及亚洲一些国家和地区的大量的著名管理学院和顶尖跨国企业建立了长期密切的合作关系。以清华大学经济管理学院为例，2000年，学院顾问委员会成立，并于10月举行了第一次会议，2001年4月又举行了第二次会议。这个顾问委员会包括了世界上最大的一些跨国公司和中国几家顶尖企业的最高领导人，其阵容之大、层次之高，超过了世界上任何一所商学院。在这样高层次、多样化、重实效的管理教育国际合作中，教师和学生与国外的交流机会大幅度增加，越来越深刻地融入到全球性的教育、文化和思想观念的时代变革中，我们的管理教育工作者和经济管理学习者，更加真切地体验到这个世界正发生着深刻的变化，也更主动地探寻和把握着世界经济发展和跨国企业运作的脉搏。

我国管理教育的发展，闭关锁国、闭门造车是绝对不行的，必须同国际接轨，按照国际一流的水准来要求自己。正如朱镕基同志在清华大学经济管理学院成立十周年时所发的贺信中指出的那样：“建设有中国特色的社会主义，需要一大批掌握市场经济的一般规律，熟悉其运行规则，而又了解中国企业实情的经济管理人才。清华大学经济管理学院就要敢于借鉴、引进世界上一切优秀的经济管理学院的教学内容、方法和手段，结合中国的国情，办成世界第一流的经管学院。”作为达到世界一流的一个重要基础，朱镕基同志多次建议清华的MBA教育要加强英语教学。我体会，这不仅因为英语是当今世界交往中重要的语言工具，是连接中国与世界的重要桥梁和媒介，而且更是中国经济管理人才参与国际竞争，加强国际合作，实现中国企业的国际战略的基石。推动和实行英文教学并不是目的，真正的目的在于培养学生——这些未来的企业家——能够具备同国际竞争对手、合作伙伴沟通和对抗的能力。按照这一要求，清华大学经济管理学院正在不断推动英语教学的步伐，使得英语不仅是一门需要学习

的核心课程，而且渗透到各门专业课程的学习当中。

课堂讲授之外，课前课后的大量英文原版著作、案例的阅读对于提高学生的英文水平也是非常关键的。这不仅是积累相当的专业词汇的重要手段，而且是对学习者思维方式的有效训练。

我们知道，就阅读而言，学习和借鉴国外先进的管理经验和掌握经济理论动态，或是阅读翻译作品，或是阅读原著。前者属于间接阅读，后者属于直接阅读。直接阅读取决于读者的外文阅读能力，有较高外语水平的读者当然喜欢直接阅读原著，这样不仅可以避免因译者的疏忽或水平所限而造成的纰漏，同时也可以尽享原作者思想的真实表达。而对于那些有一定外语基础，但又不能完全独立阅读国外原著的读者来说，外文的阅读能力是需要加强培养和训练的，尤其是专业外语的阅读能力更是如此。如果一个人永远不接触专业外版图书，他在获得国外学术信息方面就永远会比别人差半年甚至一年的时间，他就会在无形中减弱自己的竞争能力。因此，我们认为，有一定外语基础的读者，都应该尝试一下阅读外文原版，只要努力并坚持，就一定能过了这道关，到那时就能体验到直接阅读的妙处了。

在掌握大量术语的同时，我们更看重读者在阅读英文原版著作时对于西方管理者或研究者的思维方式的学习和体会。我认为，原汁原味的世界级大师富有特色的表达方式背后，反映了思维习惯，反映了思想精髓，反映了文化特征，也反映了战略偏好。知己知彼，对于跨文化的管理思想、方法的学习，一定要熟悉这些思想、方法所孕育、成长的文化土壤，这样，有朝一日才能真正“具备国际战略头脑”。

以往，普通读者购买和阅读英文原版还有一个书价的障碍。一本外版书少则几十美元，多则上百美元，一般读者只能望书兴叹。随着全球经济合作步伐的加快，目前在出版行业有了一种新的合作出版的方式，即外文影印版，其价格几乎与国内同类图书持平。这样一来，读者可以不必再为书价发愁。清华大学出版社这些年在这方面一直以独特的优势领先于同行。早在1997年，清华大学出版社敢为人先，在国内最早推出一批优秀商学英文版教材，规模宏大，在企业界和管理教育界引起不小的轰动，更使国内莘莘学子受益良多。

为了配合清华大学经济管理学院推动英文授课的急需，也为了向全国更多的MBA试点院校和更多的经济管理学院的教师和学生提供学习上的支持，清华大学出版社再次隆重推出与世界著名出版集团合作的英文原版影印商学教科书，也使广大工商界人士、经济管理类学生享用到最新最好质优价廉的国际教材。

祝愿我国的管理教育事业在社会各界的大力支持和关心下不断发展、日进日新；祝愿我国的经济建设在不断涌现的大批高层次的面向国际市场竞争、具备国际经营头脑的管理者的勉力经营下早日中兴。

赵纯均 教授

清华大学经济管理学院

PREFACE

For students who care about how the world works, microeconomics is one of the most relevant and interesting subjects they can study. A good grasp of microeconomics is vital for managerial decision making, for designing and understanding public policy, and more generally for appreciating how a modern economy functions.

We wrote this book, *Microeconomics*, because we believe that students need to be exposed to the new topics that have come to play a central role in microeconomics over the years—topics such as game theory and competitive strategy, the roles of uncertainty and information, and the analysis of pricing by firms with market power. We also felt that students need to be shown how microeconomics can help us to understand what goes on in the world and how it can be used as a practical tool for decision making. Microeconomics is an exciting and dynamic subject, but students need to be given an appreciation of its relevance and usefulness. They want and need a good understanding of how microeconomics can actually be used outside the classroom.

To respond to these needs, the seventh edition of *Microeconomics* provides a treatment of microeconomic theory that stresses its relevance and application to both managerial and public policy decision making. This applied emphasis is accomplished by including 118 extended examples that cover such topics as the analysis of demand, cost, and market efficiency; the design of pricing strategies; investment and production decisions; and public policy analysis. Because of the importance that we attach to these examples, they are included in the flow of the text. (A complete list is included on the endpapers inside the front cover.)

The coverage in this edition of *Microeconomics* incorporates the dramatic changes that have occurred in the field in recent years. There has been growing interest in game theory and the strategic interactions of firms (Chapters 12 and 13), in the role and implications of uncertainty and asymmetric information (Chapters 5 and 17), in the pricing strategies of firms with market power (Chapters 10 and 11), and in the design of policies to deal efficiently with externalities such as environmental pollution (Chapter 18). These topics, which receive only limited attention in most books, are covered extensively here.

That the coverage in *Microeconomics* is comprehensive and up-to-date does not mean that it is “advanced” or difficult. We have worked hard to make the exposition clear and accessible as well as lively and engaging. We believe that the study of microeconomics should be enjoyable and stimulating. We hope that our book reflects this belief. Except for appendices and footnotes, *Microeconomics* uses no calculus. As a result, it should be suitable for students with a broad range of backgrounds. (Those sections that are more demanding are marked with an asterisk and can be easily omitted.)

CHANGES IN THE SEVENTH EDITION

Each new edition of this book has built on the success of prior editions by adding a number of new topics, by adding and updating examples, and by improving the exposition of existing materials.

The seventh edition continues that tradition. We have expanded and updated Chapter 18 (Externalities and Public Goods), so that it now includes a more thorough and up-to-date treatment of environmental economics, a topic that has been receiving increasing coverage in many intermediate microeconomics courses. In particular, we have rewritten and improved the clarity of the sections on externalities, included a new section on stock externalities (of the kind that arise with greenhouse gases and global warming), and added an example on pollution control in China. We have also introduced new material on alternative forms of organizations in Chapter 8, substantially revised and updated our coverage of behavioral economics in Chapter 5, and improved the exposition of some of the core material on production and cost in Chapters 6, 7, and 8, including the mathematical appendix to Chapter 7. In Chapter 14, we added new material to clarify the distinction between monopsony power and bargaining power. In addition, we have added several new examples, replaced a number of older examples with new ones, and updated most of the other examples.

These improvements aside, we have maintained our prior chapter organization. This should make it easy for those who have been loyal users in the past to make the transition to the new edition. As always, we have attempted to make the text as clear, accessible, and engaging as possible.

The layout of this edition is similar to that of the prior edition. This has allowed us to continue to define key terms in the margins (as well as in the Glossary at the end of the book), and also to use the margins to include Concept Links that relate newly developed ideas to concepts introduced previously in the text.

ALTERNATIVE COURSE DESIGNS

This new edition of *Microeconomics* offers instructors considerable flexibility in course design. For a one-quarter or one-semester course stressing the basic core material, we would suggest using the following chapters and sections of chapters: 1 through 6, 7.1-7.4, 8 through 10, 11.1-11.3, 12, 14, 15.1-15.4, 18.1-18.2, and 18.5. A somewhat more ambitious course might also include parts of Chapters 5 and 16 and additional sections in Chapters 7 and 9. To emphasize uncertainty and market failure, an instructor should also include substantial parts of Chapters 5 and 17.

Depending on one's interests and the goals of the course, other sections could be added or used to replace the materials listed above. A course emphasizing modern pricing theory and business strategy would include all of Chapters 11, 12, and 13 and the remaining sections of Chapter 15. A course in managerial economics might also include the appendices to Chapters 4, 7, and 11, as well as the appendix on regression analysis at the end of the book. A course stressing welfare economics and public policy should include Chapter 16 and additional sections of Chapter 18.

Finally, we want to stress that those sections or subsections that are more demanding and/or peripheral to the core material have been marked with an asterisk. These sections can easily be omitted without detracting from the flow of the book.

SUPPLEMENTARY MATERIALS

Ancillaries of an exceptionally high quality are available to instructors and students using this book. The *Instructor's Manual*, prepared by Duncan M. Holthausen of North Carolina State University provides detailed solutions to all end-of-chapter Questions for Review and Exercises. The seventh edition contains many entirely new review questions and exercises, and a number of exercises have been revised and updated. The new instructor's manual has been revised accordingly. Each chapter also contains Teaching Tips to summarize key points.

The *Test Bank*, prepared by Douglas J. Miller of the University of Missouri, contains approximately 2,000 multiple-choice and short-answer questions with solutions. All of this material has been thoroughly reviewed, accuracy checked, and revised for this edition. The print version of the Test Bank is designed for use with the new *TestGen* test-generating software. This computerized package allows instructors to custom-design, save, and generate classroom tests. The test program permits instructors to edit, add, or delete questions from the test banks; edit existing graphics and create new graphics; analyze test results; and organize a database of tests and student results. This new software allows for greater flexibility and ease of use. It provides many options for organizing and displaying tests, along with a search and sort feature.

The *PowerPoint Lecture Presentation* has been completely revised for this edition by Fernando and Yvonn Quijano of Dickinson State University. Instructors can edit the detailed outlines to create their own full-color, professional-looking presentations and customized handouts for students. The PowerPoint Presentation is downloadable from the Instructor Resources link at www.prenhall.com/pindyck.

A set of four-color *Acetates* of selected figures and tables from the text is available for instructors using the seventh edition.

The *Study Guide*, prepared by Valerie Suslow of the University of Michigan and Jonathan Hamilton of the University of Florida, provides a wide variety of review materials and exercises for students. Each chapter contains a list of important concepts, chapter highlights, a concept review, problem sets, and a self-test quiz. Worked-out answers and solutions are provided for all exercises, problem sets, and self-test questions.

Online Resources The *Companion Website* (<http://www.prenhall.com/pindyck>) is a content-rich website with exercises, activities, and resources related specifically to the seventh edition of *Microeconomics*. The *Online Study Guide* offers students another opportunity to sharpen their problem-solving skills and to assess their understanding of text material. It contains a set of both multiple-choice and essay quizzes. Each question submitted by the student is graded and immediate feedback is provided for correct and incorrect answers. The online study guide also allows students to e-mail results to up to four e-mail addresses. The website also provides current events articles and exercises related to topics in the book. These exercises help show students the relevance of economics in today's world. They may also direct students to appropriate updated economics-related websites to gather data and analyze specific economic problems.

For instructors, the Companion Website provides a *Syllabus Manager*. This feature allows instructors to enhance their lectures with all the resources available with this text. Instructors can post their syllabus to the site and download supplements and lecture aids. Instructors should log in under Instructor Resources in order to access this material.

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As the saying goes, it takes a village to revise a textbook. Because the seventh edition of *Microeconomics* has been the outgrowth of years of experience in the classroom, we owe a debt of gratitude to our students and to the colleagues with whom we often discuss microeconomics and its presentation. We have also had the help of capable research assistants. For the first six editions of the book, these included Peter Adams, Walter Athier, Phillip Gibbs, Salar Jahedi, Jamie Jue, Rashmi Khare, Masaya Okoshi, Kathy O'Regan, Karen Randig, Subi Rangan, Deborah Senior, Ashesh Shah, Nicola Stafford, and Wilson Tai. Kathy Hill helped with the art, while Assunta Kent, Mary Knott, and Dawn Elliott Linahan provided secretarial assistance with the first edition. We especially want to thank Lynn Steele and Jay Tharp who provided considerable editorial support for the second edition. Mark Glickman and Steve Wiggins assisted with the examples in the third edition, while Andrew Guest, Jeanette Sayre, and Lynn Steele provided valuable editorial support for the third, fourth, and fifth editions, as did Brandi Henson and Jeanette Sayre for the sixth edition.

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