R. GLENN

HUBBARD

ANTHONY PATRICK

O'BRIEN



MyEconLab® Provides the Power of Practice

Optimize your study time with **MyEconLab**, the online assessment and tutorial system. When you take a sample test online, **MyEconLab** gives you targeted feedback and a personalized Study Plan to identify the topics you need to review.

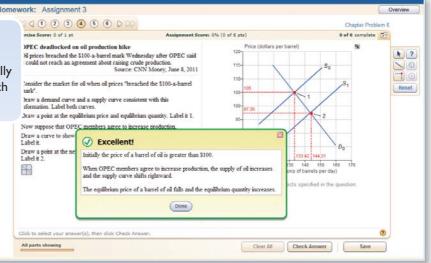


The Study Plan shows you the sections you should study next, gives easy access to practice problems, and provides you with an automatically generated quiz to prove mastery of the course material.



Unlimited Practice

As you work each exercise, instant feedback helps you understand and apply the concepts. Many Study Plan exercises contain algorithmically generated values to ensure that you get as much practice as you need.



Learning Resources

Study Plan problems link to learning resources that further reinforce concepts you need to master.

- Help Me Solve This learning aids help you break down a problem much the same way as an instructor would do during office hours. Help Me Solve This is available for select problems.
- eText links are specific to the problem at hand so that related concepts are easy to review just when they are needed
- A graphing tool enables you to build and manipulate graphs to better understand how concepts, numbers, and graphs connect.



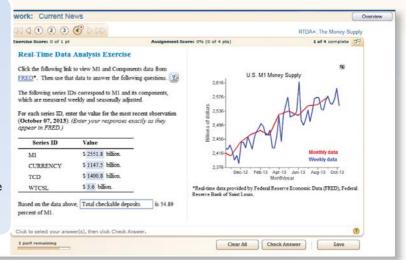
Find out more at www.myeconlab.com

Real-Time Data Analysis Exercises

Up-to-date macro data is a great way to engage in and understand the usefulness of macro variables and their impact on the economy. Real-Time Data Analysis exercises communicate directly with the Federal Reserve Bank of St. Louis's FRED® site, so every time FRED posts new data, students see new data.

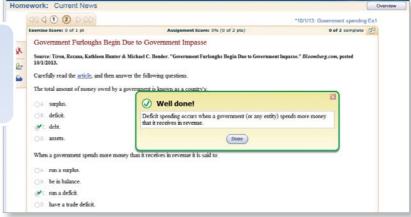
End-of-chapter exercises accompanied by the Real-Time Data Analysis icon ainclude Real-Time Data versions in **MyEconLab**.

Select in-text figures labeled **MyEconLab** Real-Time Data update in the electronic version of the text using FRED data.



Current News Exercises

Posted weekly, we find the latest microeconomic and macroeconomic news stories, post them, and write auto-graded multi-part exercises that illustrate the economic way of thinking about the news.



Interactive Homework Exercises

Participate in a fun and engaging activity that helps promote active learning and mastery of important economic concepts.

Pearson's experiments program is flexible and easy for instructors and students to use. For a complete list of available experiments, visit www.myeconlab.com.



Economics

The Pearson Series in Economics

Abel/Bernanke/Croushore

Macroeconomics*

Bade/Parkin

Foundations of Economics*

Berck/Helfand

The Economics of the

Environment

Bierman/Fernandez

Game Theory with Economic

Applications

Blanchard

Macroeconomics*

Blau/Ferber/Winkler

The Economics of Women, Men,

and Work

Boardman/Greenberg/Vining/

Weimer

Cost-Benefit Analysis

Boyer

Principles of Transportation

Economics

Branson *Macroeconomic Theory and*

Policy

Bruce

Public Finance and the American Economy

Carlton/Perloff

Modern Industrial Organization

Case/Fair/Oster

Principles of Economics*

Chapman

Environmental Economics:

Theory, Application, and Policy

Cooter/Ulen

Law & Economics

Daniels/VanHoose

International Monetary &

Financial Economics

Downs

An Economic Theory of

Democracy

Ehrenberg/Smith

Modern Labor Economics

Farnham

Economics for Managers

Folland/Goodman/Stano

The Economics of Health and

Health Care

Fort

Sports Economics

Froyen

Macroeconomics

Fusfeld

The Age of the Economist

Gerber

International Economics*

González-Rivera

Forecasting for Economics and

Business Gordon

Macroeconomics*

Greene

Econometric Analysis

Gregory

Essentials of Economics

Gregory/Stuart

Russian and Soviet Economic Performance and Structure

Hartwick/Olewiler

Resource Use

The Economics of Natural

Heilbroner/Milberg

The Making of the Economic

Society

Heyne/Boettke/Prychitko

The Economic Way of Thinking

Holt

Markets, Games, and Strategic Behavior

Hubbard/O'Brien

Economics*

Money, Banking, and the Financial System*

Hubbard/O'Brien/Rafferty

Macroeconomics*

Hughes/Cain

American Economic History

Husted/Melvin

International Economics

Jehle/Renv

Advanced Microeconomic

Theory

Johnson-Lans

A Health Economics Primer

Keat/Young/Erfle

Managerial Economics

Klein

Mathematical Methods for

Economics

Krugman/Obstfeld/Melitz

 $International\ Economics:$

Theory & Policy*

Laidler

The Demand for Money

Leeds/von Allmen

The Economics of Sports

Leeds/von Allmen/Schiming

Economics*

Lynn

Economic Development: Theory and Practice for a Divided World

M:IIa

Economics Today*

Understanding Modern

Economics

Miller/Benjamin

The Economics of Macro Issues

Miller/Benjamin/North

The Economics of Public Issues

Mills/Hamilton

Urban Economics

Mishkin

The Economics of Money, Banking, and Financial

Markets*

The Economics of Money, Banking, and Financial Markets,

Business School Edition*
Macroeconomics: Policy and

Practice*

Murray

Econometrics: A Modern

Introduction

O'Sullivan/Sheffrin/Perez

Economics: Principles, Applications and Tools*

Parkin

Economics*

Perloff

Microeconomics*

Microeconomics: Theory and Applications with Calculus*

Perloff/Brander

Managerial Economics and

Strategy*

Phelps

Health Economics

Pindyck/Rubinfeld

Microeconomics*

Riddell/Shackelford/Stamos/

Schneider

Economics: A Tool for Critically

Understanding Society

Roberts

The Choice: A Fable of Free

Trade and Protection

Rohlf

Introduction to Economic

Reasoning

Roland

Development Economics

Scherer

Industry Structure, Strategy, and Public Policy

The Economics of Poverty and

Schiller

Discrimination

Sherman *Market Regulation*

-

Stock/Watson *Introduction to Econometrics*

Studenmund

Using Econometrics: A Practical

Guide

Tietenberg/Lewis

Environmental and Natural

Resource Economics

Environmental Economics and

Policy

Toncy

Todaro/Smith *Economic Development*

Waldman/Jensen

Industrial Organization: Theory

and Practice

Walters/Walters/Appel/

Callahan/Centanni/Maex/

O'Neill *Econversations: Today's Students*

Discuss Today's Issues

Weil

Economic Growth

Williamson

Macroeconomics

Economics

Fifth Edition

R. Glenn Hubbard

Columbia University

Anthony Patrick O'Brien

Lehigh University



Editor in Chief: Donna Battista AVP/Executive Editor: David Alexander Executive Development Editor: Lena Buonanno Senior Editorial Project Manager: Lindsey Sloan

Editorial Assistant: Patrick Henning

AVP/Executive Marketing Manager: Lori DeShazo

Managing Editor: Jeff Holcomb

Production Project Manager: Carla Thompson Supplements Project Manager: Andra Skaalrud Procurement Specialist: Carol Melville Senior Art Director: Jonathan Boylan Cover Design: Jonathan Boylan

Image Manager: Rachel Youdelman

Photo Research: Aptara, Inc.

Text Permissions Associate Project Manager: Samantha Graham Text Permissions Research: Khalid Shakhshir, Electronic Publishing

Services, Inc.

Director of Media: Susan Schoenberg

Content Leads, MyEconLab: Courtney Kamauf and Noel Lotz

Senior Media Producer: Melissa Honig Audio and Video Editing: Hodja Media, Inc. Full-Service Project Management/Composition:

PreMediaGlobal

Printer/Binder: Courier, Kendallville Cover Printer: Courier, Kendallville

Text Font: Minion

Credits and acknowledgments borrowed from other sources and reproduced, with permission, in this textbook appear on appropriate page within text or on page 1053.

FRED* is a registered trademark and the FRED* Logo and ST. LOUIS FED are trademarks of the Federal Reserve Bank of St. Louis. http://research.stlouisfed.org/fred2/

Microsoft and/or its respective suppliers make no representations about the suitability of the information contained in the documents and related graphics published as part of the services for any purpose. All such documents and related graphics are provided "as is" without warranty of any kind. Microsoft and/or its respective suppliers hereby disclaim all warranties and conditions with regard to this information, including all warranties and conditions of merchantability, whether express, implied or statutory, fitness for a particular purpose, title and non-infringement. In no event shall Microsoft and/or its respective suppliers be liable for any special, indirect or consequential damages or any damages whatsoever resulting from loss of use, data or profits, whether in an action of contract, negligence or other tortious action, arising out of or in connection with the use or performance of information available from the services.

The documents and related graphics contained herein could include technical inaccuracies or typographical errors. Changes are periodically added to the information herein. Microsoft and/or its respective suppliers may make improvements and/or changes in the product(s) and/or the program(s) described herein at any time. Partial screen shots may be viewed in full within the software version specified.

 $Microsoft^*, Excel^*, PowerPoint^*, Windows^*, and Word^* \ are \ registered \ trademarks \ of \ the \ Microsoft \ Corporation \ in \ the \ Microsoft \ Mi$ U.S.A. and other countries. This book is not sponsored or endorsed by or affiliated with the Microsoft Corporation.

Copyright © 2015, 2013, 2010 by Pearson Education, Inc. All rights reserved. Manufactured in the United States of America. This publication is protected by Copyright, and permission should be obtained from the publisher prior to any prohibited reproduction, storage in a retrieval system, or transmission in any form or by any means, electronic, mechanical, photocopying, recording, or likewise. To obtain permission(s) to use material from this work, please submit a written request to Pearson Education, Inc., Permissions Department, One Lake Street, Upper Saddle River, New Jersey 07458, or you may fax your request to 201-236-3290.

Many of the designations by manufacturers and sellers to distinguish their products are claimed as trademarks. Where those designations appear in this book, and the publisher was aware of a trademark claim, the designations have been printed in initial caps or all caps.

Library of Congress Cataloging-in-Publication Data

Hubbard, R. Glenn.

Economics / R. Glenn Hubbard, Columbia University, Anthony Patrick O'Brien, Lehigh University.—Fifth edition. pages cm

Includes bibliographical references and index. ISBN 978-0-13-345544-1 (pbk.: alk. paper)

1. Economics—Textbooks. I. O'Brien, Anthony Patrick. II. Title.

HB171.5.H79 2014

10 9 8 7 6 5 4 3 2 1

330-dc23

2013043514

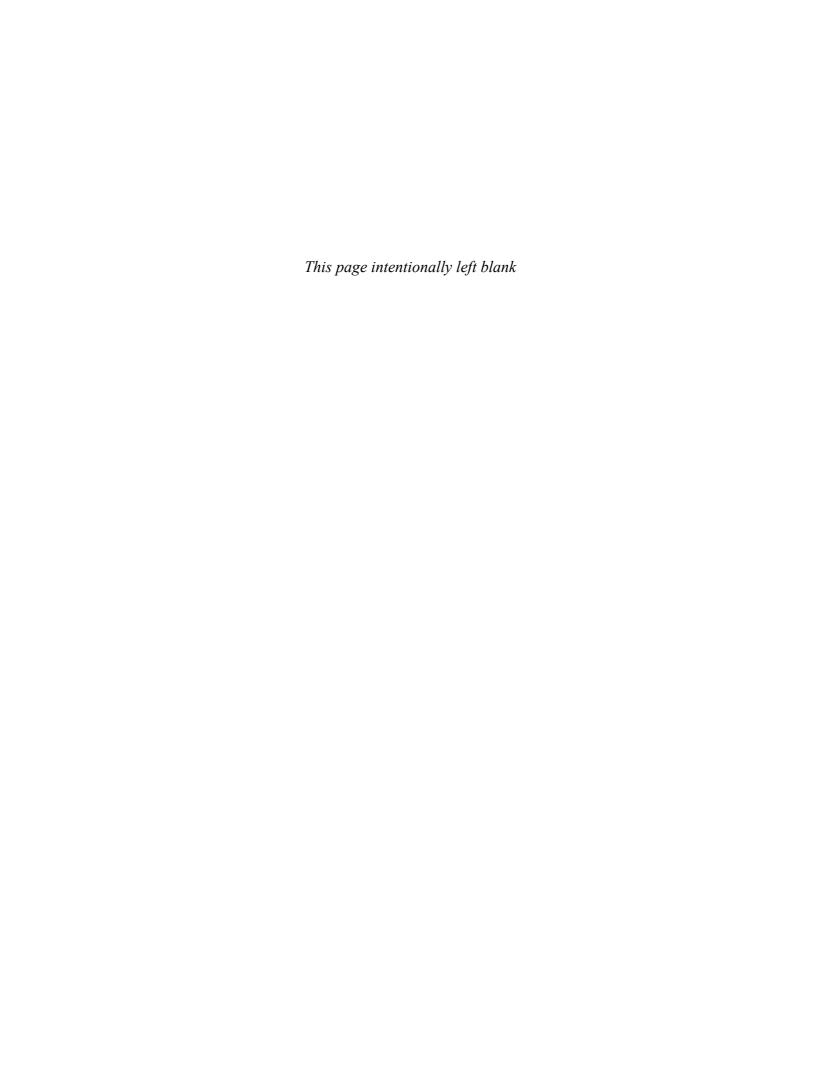


For Constance, Raph, and Will

-R. Glenn Hubbard

For Cindy, Matthew, Andrew, and Daniel

—Anthony Patrick O'Brien



ABOUT THE **AUTHORS**



Glenn Hubbard, policymaker, professor, and researcher. R. Glenn Hubbard is the dean and Russell L. Carson Professor of Finance and Economics in the Graduate School of Business at Columbia University and professor of economics in Columbia's Faculty of Arts and Sciences. He is also a research associate of the National Bureau of Economic Research and a director of Automatic Data Processing, Black Rock Closed-End Funds, KKR Financial Corporation, and MetLife. He received his Ph.D. in economics from Harvard University in 1983. From 2001 to 2003, he served as chairman of the White House Council of

Economic Advisers and chairman of the OECD Economic Policy Committee, and from 1991 to 1993, he was deputy assistant secretary of the U.S. Treasury Department. He currently serves as co-chair of the nonpartisan Committee on Capital Markets Regulation. Hubbard's fields of specialization are public economics, financial markets and institutions, corporate finance, macroeconomics, industrial organization, and public policy. He is the author of more than 100 articles in leading journals, including American Economic Review, Brookings Papers on Economic Activity, Journal of Finance, Journal of Financial Economics, Journal of Money, Credit, and Banking, Journal of Political Economy, Journal of Public Economics, Quarterly Journal of Economics, RAND Journal of Economics, and Review of Economics and Statistics. His research has been supported by grants from the National Science Foundation, the National Bureau of Economic Research, and numerous private foundations.



Tony O'Brien, award-winning professor and researcher. Anthony Patrick O'Brien is a professor of economics at Lehigh University. He received his Ph.D. from the University of California, Berkeley, in 1987. He has taught principles of economics for more than 15 years, in both large sections and small honors classes. He received the Lehigh University Award for Distinguished Teaching. He was formerly the director of the Diamond Center for Economic Education and was named a Dana Foundation Faculty Fellow and Lehigh Class of 1961 Professor of Economics. He has been a visiting professor at the University of

California, Santa Barbara, and the Graduate School of Industrial Administration at Carnegie Mellon University. O'Brien's research has dealt with issues such as the evolution of the U.S. automobile industry, the sources of U.S. economic competitiveness, the development of U.S. trade policy, the causes of the Great Depression, and the causes of black—white income differences. His research has been published in leading journals, including American Economic Review, Quarterly Journal of Economics, Journal of Money, Credit, and Banking, Industrial Relations, Journal of Economic History, and Explorations in Economic History. His research has been supported by grants from government agencies and private foundations.

BRIEF CONTENTS

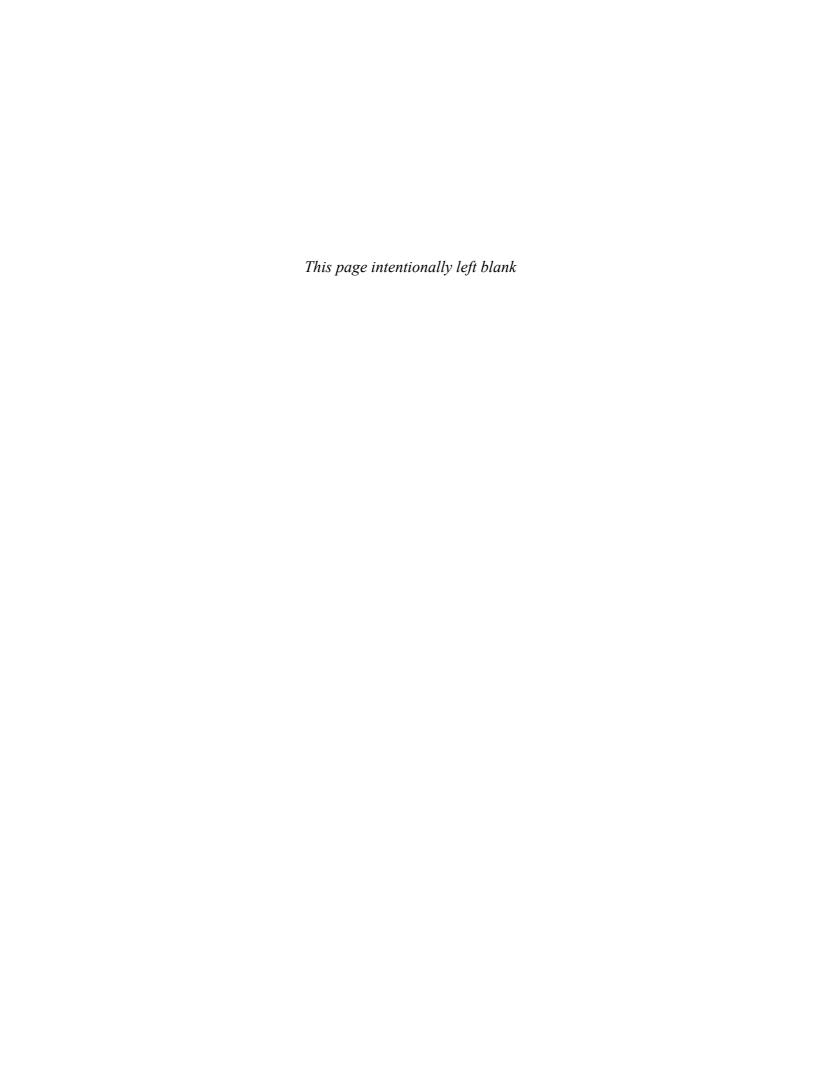
Preface A Word of Thanks	1 32	Appendix: Using Isoquants and Isocost Lines to Understand Production and Cost	379
PART 1: Introduction		PART 5: Market Structure and Firm	
Chapter 1: Economics: Foundations and Models	2	Strategy	
Appendix: Using Graphs and Formulas	24	Chapter 12: Firms in Perfectly Competitive Markets	390
Chapter 2: Trade-offs, Comparative Advantage, and the Market System	36	Chapter 13: Monopolistic Competition: The Competitive Model in a More Realistic Setting	424
Chapter 3: Where Prices Come From: The Interaction of Demand and Supply	68	Chapter 14: Oligopoly: Firms in Less Competitive Markets	450
Chapter 4: Economic Efficiency, Government		Chapter 15: Monopoly and Antitrust Policy	476
Price Setting, and Taxes	100	Chapter 16: Pricing Strategy	506
Appendix: Quantitative Demand and Supply Analysis PART 2: Markets in Action: Policy and	131	PART 6: Labor Markets, Public Choice, and the Distribution of Income	
Applications		Chapter 17: The Markets for Labor and Other	
Chapter 5: Externalities, Environmental Policy,		Factors of Production	532
and Public Goods	136	Chapter 18: Public Choice, Taxes, and the Distribution of Income	E60
Chapter 6: Elasticity: The Responsiveness of Demand and Supply	170	Distribution of income	568
Chapter 7: The Economics of Health Care	204	PART 7: Macroeconomic Foundations and Long-Run Growth	
PART 3: Firms in the Domestic and International Economies		Chapter 19: GDP: Measuring Total Production and Income	602
Chapter 8: Firms, the Stock Market, and Corporate		Chapter 20: Unemployment and Inflation	628
Governance Appendix: Tools to Analyze Firms' Financial	236	Chapter 21: Economic Growth, the Financial System, and Business Cycles	664
Information	261	Chapter 22: Long-Run Economic Growth: Sources	
Chapter 9: Comparative Advantage and the Gains from International Trade	270	and Policies	698
		PART 8: Short-Run Fluctuations	
PART 4: Microeconomic Foundations: Consumers and Firms		Chapter 23: Aggregate Expenditure and Output in the Short Run	736
Chapter 10: Consumer Choice and Behavioral Economics	304	Appendix: The Algebra of Macroeconomic Equilibrium	776
Appendix: Using Indifference Curves and Budget Lines to Understand Consumer Behavior	335	Chapter 24: Aggregate Demand and Aggregate Supply Analysis	778
Chapter 11: Technology, Production, and Costs	351	Appendix: Macroeconomic Schools of Thought	813

PART 9: Monetary and Fiscal Policy

Chapter 25:	Money, Banks, and the Federal	
Reserve System		818
Chapter 26:	Monetary Policy	852
Chapter 27:	Fiscal Policy	892
Appendix:	A Closer Look at the Multiplier	933
Chapter 28:	Inflation, Unemployment, and Federal	
Reserve Policy		936

PART 10: The International Economy

Chapter 29: Macroeconomics in an Open Economy	967
Chapter 30: The International Financial System	994
Appendix: The Gold Standard and the Bretton Woods System	1016
Glossary Company Index Subject Index Credits	1022 1030 1033 1053



DETAILED CONTENTS

Preface A Word of Thanks	1 32	Determining Cause and Effect Are Graphs of Economic Relationships Always	29
		Straight Lines?	31
PART 1: Introduction		Slopes of Nonlinear Curves	31
		Formulas	31
		Formula for a Percentage Change	32
Chapter 1: Economics: Foundations		Formulas for the Areas of a Rectangle and a Triangle	33
and Models	2	Summary of Using Formulas	34
Is the Private Doctor's Office Going to Disappear?	3	Chapter 2: Trade-offs, Comparative Advantage	∍ ,
1.1 Three Key Economic Ideas	4	and the Market System	36
People Are Rational	5	·	
People Respond to Economic Incentives	5	Managers at Tesla Motors Face Trade-Offs	37
Making the Connection: Does Health Insurance		2.1 Production Possibilities Frontiers and	
Give People an Incentive to Become Obese?	5	Opportunity Costs	38
Optimal Decisions Are Made at the Margin	7	Graphing the Production Possibilities Frontier	38
Solved Problem 1.1: A Doctor Makes a Decision		Solved Problem 2.1: Drawing a Production	
at the Margin	7	Possibilities Frontier for Tesla Motors	40
1.2 The Economic Problem That Every Society		Increasing Marginal Opportunity Costs	42
Must Solve	8	Economic Growth	43
What Goods and Services Will Be Produced?	9	2.2 Comparative Advantage and Trade	43
How Will the Goods and Services Be Produced?	9	Specialization and Gains from Trade	44
Who Will Receive the Goods and Services Produced?	9	Absolute Advantage versus Comparative Advantage	45
Centrally Planned Economies versus Market		Comparative Advantage and the Gains from Trade	46
Economies	9	Don't Let This Happen to You: Don't Confuse	
The Modern "Mixed" Economy	10	Absolute Advantage and Comparative	
Efficiency and Equity	11	Advantage	47
1.3 Economic Models	11	Solved Problem 2.2: Comparative Advantage and	
The Role of Assumptions in Economic Models	12	the Gains from Trade	47
Forming and Testing Hypotheses in Economic Models	12	Making the Connection: Comparative Advantage,	
Positive and Normative Analysis	13	Opportunity Cost, and Housework	49
Economics as a Social Science	14	2.3 The Market System	50
Don't Let This Happen to You: Don't Confuse		The Circular Flow of Income	50
Positive Analysis with Normative Analysis	14	The Gains from Free Markets	52
Making the Connection: Should Medical School		The Market Mechanism	52
Be Free?	14	Making the Connection: A Story of the Market	
1.4 Microeconomics and Macroeconomics	15	System in Action: How Do You Make an iPad?	53
1.5 A Preview of Important Economic Terms	16	The Role of the Entrepreneur	54
Conclusion	17	The Legal Basis of a Successful Market System	56
An Inside Look: Look Into Your Smartphone		Making the Connection: Who Owns The Wizard	
and Say "Ahh"	18	of Oz?	57
*Chapter Summary and Problems	20	Conclusion	59
Key Terms, Summary, Review Questions,		An Inside Look: What's on the Horizon at Mercedes-	
Problems and Applications		Benz?	60
Appendix: Using Graphs and Formulas	24	Chapter 3: Where Prices Come From: The	
Graphs of One Variable	25	Interaction of Demand and Supply	68
Graphs of Two Variables	26	,	
Slopes of Lines	26	Smartphones: The Indispensible Product?	69
Taking into Account More Than Two Variables		3.1 The Demand Side of the Market	70
on a Graph	27	Demand Schedules and Demand Curves	70
Positive and Negative Relationships	29	The Law of Demand	71

 $^{{}^*} These \ end-of-chapter \ resource \ materials \ repeat \ in \ all \ chapters. \ Select \ chapters \ also \ include \ Real-Time \ Data \ Exercises.$

What Explains the Law of Demand?	71	Marginal Benefit Equals Marginal Cost in	
Holding Everything Else Constant: The Ceteris		Competitive Equilibrium	107
paribus Condition	72	Economic Surplus	107
Variables That Shift Market Demand	72	Deadweight Loss	108
Making the Connection: Are Tablet Computers		Economic Surplus and Economic Efficiency	109
Substitutes for E-Readers?	73	4.3 Government Intervention in the Market: Price	
Making the Connection: Coke and Pepsi Are		Floors and Price Ceilings	109
Hit by U.S. Demographics	74	Price Floors: Government Policy in Agricultural	
A Change in Demand versus a Change in Quantity		Markets	109
Demanded	75	Making the Connection: Price Floors in Labor	
Making the Connection: Forecasting the Demand		Markets: The Debate over Minimum Wage	
for iPhones	77	Policy	111
3.2 The Supply Side of the Market	78	Price Ceilings: Government Rent Control Policy in	
Supply Schedules and Supply Curves	78	Housing Markets	112
The Law of Supply	79	Don't Let This Happen to You: Don't Confuse	
Variables That Shift Market Supply	80	"Scarcity" with "Shortage"	113
A Change in Supply versus a Change in Quantity		Black Markets and Peer-to-Peer Sites	113
Supplied	81	Solved Problem 4.3: What's the Economic Effect	
3.3 Market Equilibrium: Putting Demand and		of a Black Market in Renting Apartments?	114
Supply Together	82	The Results of Government Price Controls:	
How Markets Eliminate Surpluses and Shortages	83	Winners, Losers, and Inefficiency	115
Demand and Supply Both Count	84	Positive and Normative Analysis of Price Ceilings	
Solved Problem 3.3: Demand and Supply Both		and Price Floors	115
Count: A Tale of Two Letters	84	4.4 The Economic Impact of Taxes	116
3.4 The Effect of Demand and Supply Shifts on		The Effect of Taxes on Economic Efficiency	116
Equilibrium	85	Tax Incidence: Who Actually Pays a Tax?	117
The Effect of Shifts in Supply on Equilibrium	85	Solved Problem 4.4: When Do Consumers Pay	
Making the Connection: The Falling Price of		All of a Sales Tax Increase?	118
Blu-ray Players	86	Making the Connection: Is the Burden of the	
The Effect of Shifts in Demand on Equilibrium	87	Social Security Tax Really Shared Equally	
The Effect of Shifts in Demand and Supply over		between Workers and Firms?	119
Time	87	Conclusion	121
Solved Problem 3.4: What Has Caused the		An Inside Look At Policy: Does the Sharing	
Decline in Beef Consumption?	88	Economy Increase Efficiency?	122
Shifts in a Curve versus Movements along a Curve	90		
Don't Let This Happen to You: Remember:		Appendix: Quantitative Demand and Supply	
A Change in a Good's Price Does Not Cause		Analysis	131
the Demand or Supply Curve to Shift	90	Demand and Supply Equations	131
Conclusion	91	Calculating Consumer Surplus and Producer Surplus	132
An Inside Look: Google and Apple Face			
Supply and Demand Concerns in the		PART 2: Markets in Action: Policy and	d
Smartphone Market	92	Applications	
Chapter 4: Economic Efficiency, Government	•		
Price Setting, and Taxes	100	Chapter 5: Externalities, Environmental	
•		Policy, and Public Goods	136
The Sharing Economy, Phone Apps, and Rent		·	
Control	101	Can Economic Policy Help Protect the Environment?	137
4.1 Consumer Surplus and Producer Surplus	102	5.1 Externalities and Economic Efficiency	138
Consumer Surplus	102	The Effect of Externalities	138
Making the Connection: The Consumer Surplus		Externalities and Market Failure	140
from Broadband Internet Service	104	What Causes Externalities?	140
Producer Surplus	105	5.2 Private Solutions to Externalities: The Coase	_
What Consumer Surplus and Producer Surplus		Theorem	141
Measure	106	The Economically Efficient Level of Pollution	
4.2 The Efficiency of Competitive Markets	106	Reduction	141

Making the Connection: The Clean Air Act: How a		Some Estimated Price Elasticities of Demand	179
Government Policy Reduced Infant Mortality	142	Making the Connection: The Price Elasticity	
The Basis for Private Solutions to Externalities	144	of Demand for Breakfast Cereal	180
Don't Let This Happen to You: Remember That		6.3 The Relationship between Price Elasticity	
It's the Net Benefit That Counts	145	of Demand and Total Revenue	181
Making the Connection: The Fable of the Bees	145	Elasticity and Revenue with a Linear Demand Curve	182
Do Property Rights Matter?	146	Solved Problem 6.3: Price and Revenue Don't	
The Problem of Transactions Costs	146	Always Move in the Same Direction	183
The Coase Theorem	147	Estimating Price Elasticity of Demand	184
5.3 Government Policies to Deal with Externalities	147	6.4 Other Demand Elasticities	185
Making the Connection: Should the Government		Cross-Price Elasticity of Demand	185
Tax Cigarettes and Soda?	148	Income Elasticity of Demand	186
Solved Problem 5.3: Dealing with the Externalities		Making the Connection: Price Elasticity,	
of Car Driving	150	Cross-Price Elasticity, and Income Elasticity	
Command-and-Control versus Market-Based		in the Market for Alcoholic Beverages	186
Approaches	152	6.5 Using Elasticity to Analyze the Disappearing	
The End of the Sulfur Dioxide Cap-and-Trade		Family Farm	187
System	152	Solved Problem 6.5: Using Price Elasticity to	
Are Tradable Emission Allowances Licenses to		Analyze a Policy of Taxing Gasoline	188
Pollute?	153	6.6 The Price Elasticity of Supply and Its	
Making the Connection: Can a Carbon Tax		Measurement	189
Reduce Global Warming?	153	Measuring the Price Elasticity of Supply	189
5.4 Four Categories of Goods	154	Determinants of the Price Elasticity of Supply	190
The Demand for a Public Good	155	Making the Connection: Why Are Oil Prices So	
The Optimal Quantity of a Public Good	156	Unstable?	190
Solved Problem 5.4: Determining the Optimal	100	Polar Cases of Perfectly Elastic and Perfectly	
Level of Public Goods	158	Inelastic Supply	191
Common Resources	160	Using Price Elasticity of Supply to Predict	171
Conclusion	161	Changes in Price	193
Concration	101	Conclusion	194
Chapter 6: Elasticity: The Despensiveness			
Chapter 6: Elasticity: The Responsiveness	170	Chapter 7: The Economics of Health	
of Demand and Supply	170		00/
Do People Respond to Changes in the Price of		Care	204
Gasoline?	171	How Much Will You Pay for Health Insurance?	205
6.1 The Price Elasticity of Demand and Its		7.1 The Improving Health of People in the	
Measurement	172	United States	206
Measuring the Price Elasticity of Demand	172	Changes over Time in U.S. Health	206
Elastic Demand and Inelastic Demand	173	Reasons for Long-Run Improvements in U.S.	
An Example of Computing Price Elasticities	173	Health	207
The Midpoint Formula	174	7.2 Health Care around the World	208
Solved Problem 6.1: Calculating the Price	-, -	The U.S. Health Care System	208
Elasticity of Demand	175	The Health Care Systems of Canada, Japan, and	200
When Demand Curves Intersect, the Flatter	170	the United Kingdom	210
Curve Is More Elastic	176	Comparing Health Care Outcomes around the	210
Polar Cases of Perfectly Elastic and Perfectly	170	World	211
Inelastic Demand	176	7.3 Information Problems and Externalities in	211
Don't Let This Happen to You: Don't Confuse	170	the Market for Health Care	213
Inelastic with Perfectly Inelastic	178	Adverse Selection and the Market for "Lemons"	213
•	1/0		213
6.2 The Determinants of the Price Elasticity	170	Asymmetric Information in the Market for Health	212
of Demand	178	Insurance Dev't Let This Happen to You. Dev't Confuse	213
Availability of Close Substitutes	178	Don't Let This Happen to You: Don't Confuse	215
Passage of Time	179	Adverse Selection with Moral Hazard	215
Luxuries versus Necessities	179	Solved Problem 7.3: If You Are Young and	21/
Definition of the Market	179	HARLING NOULD YOU KING HARITH INCUITANCA!	216
Share of a Good in a Consumer's Budget	179	Healthy, Should You Buy Health Insurance? Externalities in the Market for Health Care	217

Making the Connection: Should the Government		Did Principal-Agent Problems Help Cause the	
Run the Health Care System?	219	2007–2009 Financial Crisis?	253
7.4 The Debate over Health Care Policy in the		Making the Connection: The Ups and Downs of	
United States	220	Investing in Facebook	254
The Rising Cost of Health Care	220	Conclusion	255
Making the Connection: Are U.S. Firms			
Handicapped by Paying for Their Employees'		Appendix: Tools to Analyze Firms' Financial	
Health Insurance?	222	Information	262
Explaining Rapid Increases in Health Care Spending	223	Using Present Value to Make Investment Decisions	262
The Continuing Debate over Health Care Policy	225	Solved Problem 8A.1: How to Receive Your	
Making the Connection: How Much Is That		Contest Winnings	263
MRI Scan?	227	Using Present Value to Calculate Bond Prices	263
Conclusion	229	Using Present Value to Calculate Stock Prices	264
		A Simple Formula for Calculating Stock Prices	265
		Going Deeper into Financial Statements	265
PART 3: Firms in the Domestic and		Analyzing Income Statements	266
International Economies		Analyzing Balance Sheets	267
Chapter 8: Firms, the Stock Market, and		Chapter 9: Comparative Advantage and	
Corporate Governance	236	the Gains from International Trade	270
Facebook Learns the Benefits and Costs of		Saving Jobs in the U.S. Tire Industry?	271
Becoming a Publicly Owned Firm	237	9.1 The United States in the International Economy	272
8.1 Types of Firms	238	The Importance of Trade to the U.S. Economy	272
Who Is Liable? Limited and Unlimited Liability	238	Making the Connection: Goodyear and the Tire	
Corporations Earn the Majority of Revenue and	230	Tariff	273
Profits	239	U.S. International Trade in a World Context	274
Making the Connection: How Important Are	237	9.2 Comparative Advantage in International Trade	275
Small Businesses to the U.S. Economy?	240	A Brief Review of Comparative Advantage	275
8.2 The Structure of Corporations and the	240	Comparative Advantage and Absolute Advantage	276
Principal–Agent Problem	241	9.3 How Countries Gain from International Trade	277
Corporate Structure and Corporate Governance	241	Increasing Consumption through Trade	277
Solved Problem 8.2: Should a Firm's CEO Also	211	Solved Problem 9.3: The Gains from Trade	278
Be the Chairman of the Board?	242	Why Don't We See Complete Specialization?	280
8.3 How Firms Raise Funds	242	Does Anyone Lose as a Result of International	
Sources of External Funds	243	Trade?	280
Making the Connection: The Rating Game:	243	Don't Let This Happen to You: Remember That	
Is the U.S. Treasury Likely to Default on		Trade Creates Both Winners and Losers	280
Its Bonds?	244	Where Does Comparative Advantage Come From?	281
Stock and Bond Markets Provide Capital—and	211	Making the Connection: Leaving New York City	
Information	246	Is Risky for Financial Firms	282
Don't Let This Happen to You: When Facebook	210	Comparative Advantage over Time: The Rise and	
Shares Are Sold, Facebook Doesn't Get the		Fall—and Rise—of the U.S. Consumer Electronics	
Money	246	Industry	283
Why Do Stock Prices Fluctuate So Much?	247	9.4 Government Policies That Restrict International	
Making the Connection: Following Abercrombie	217	Trade	283
& Fitch's Stock Price in the Financial Pages	248	Tariffs	285
8.4 Using Financial Statements to Evaluate a	240	Quotas and Voluntary Export Restraints	286
Corporation	249	Measuring the Economic Effect of the Sugar Quota	286
The Income Statement	250	Solved Problem 9.4: Measuring the Economic	
The Balance Sheet	251	Effect of a Quota	287
8.5 Corporate Governance Policy and the	231	The High Cost of Preserving Jobs with Tariffs	
Financial Crisis of 2007–2009	251	and Quotas	288
The Accounting Scandals of the Early 2000s	251	Making the Connection: The Effect on the U.S.	
The Financial Crisis of 2007–2009	252	Economy of the Tariff on Chinese Tires	289
1 110 1 111d1101d1 O11010 O1 2007 -2007	494	•	

Gains from Unilateral Elimination of Tariffs		Appendix: Using Indifference Curves and Budget	
and Quotas	290	Lines to Understand Consumer Behavior	335
Other Barriers to Trade	290	Consumer Preferences	335
9.5 The Arguments over Trade Policies and		Indifference Curves	335
Globalization	290	The Slope of an Indifference Curve	336
Why Do Some People Oppose the World Trade		Can Indifference Curves Ever Cross?	336
Organization?	291	The Budget Constraint	337
Making the Connection: The Unintended		Choosing the Optimal Consumption of Pizza	
Consequences of Banning Goods Made		and Coke	338
with Child Labor	292	Making the Connection: Dell Determines the	
Dumping	294	Optimal Mix of Products	339
Positive versus Normative Analysis (Once Again)	294	Deriving the Demand Curve	340
Conclusion	295	Solved Problem 10A.1: When Does a Price	
		Change Make a Consumer Better Off?	341
PART 4: Microeconomic Foundations	2.	The Income Effect and the Substitution Effect	
	.	of a Price Change	343
Consumers and Firms		How a Change in Income Affects Optimal	
		Consumption	344
Chapter 10: Consumer Choice and		The Slope of the Indifference Curve, the Slope of the	
Behavioral Economics	304	Budget Line, and the Rule of Equal Marginal	
I.C. Dannay I come That Simplifying Duices		Utility per Dollar Spent	344
J.C. Penney Learns That Simplifying Prices Isn't Simple	305	The Rule of Equal Marginal Utility per Dollar	2.45
10.1 Utility and Consumer Decision Making	306	Spent Revisited	345
The Economic Model of Consumer Behavior	300		
in a Nutshell	306		
Utility	306	Chapter 11: Technology, Production,	
The Principle of Diminishing Marginal Utility	307	and Costs	350
The Rule of Equal Marginal Utility per Dollar	307	Enacting Managinal Costs and Engage Duices	351
Spent Spent	307	Fracking, Marginal Costs, and Energy Prices 11.1 Technology: An Economic Definition	351
Solved Problem 10.1: Finding the Optimal		Making the Connection: Improving Inventory	332
Level of Consumption	310	Control at Wal-Mart	352
What If the Rule of Equal Marginal Utility per		11.2 The Short Run and the Long Run in Economics	353
Dollar Does Not Hold?	311	The Difference between Fixed Costs and Variable	333
Don't Let This Happen to You: Equalize Marginal		Costs	353
Utilities per Dollar	312	Making the Connection: Fixed Costs in the	000
The Income Effect and Substitution Effect of a		Publishing Industry	354
Price Change	313	Implicit Costs Versus Explicit Costs	354
10.2 Where Demand Curves Come From	314	The Production Function	355
Making the Connection: Are There Any Upward-		A First Look at the Relationship between	
Sloping Demand Curves in the Real World?	316	Production and Cost	356
10.3 Social Influences on Decision Making	317	11.3 The Marginal Product of Labor and the	
The Effects of Celebrity Endorsements	317	Average Product of Labor	357
Network Externalities	318	The Law of Diminishing Returns	357
Does Fairness Matter?	319	Graphing Production	358
Making the Connection: What's Up with "Fuel		Making the Connection: Adam Smith's Famous	
Surcharges"?	321	Account of the Division of Labor in a Pin	
Behavioral Economics: Do People Make		Factory	359
Their Choices Rationally?	323	The Relationship between Marginal Product	
Pitfalls in Decision Making	323	and Average Product	359
Making the Connection: A Blogger Who		An Example of Marginal and Average Values:	
Understands the Importance of Ignoring	225	College Grades	360
Sunk Costs	325	11.4 The Relationship between Short-Run	
The Behavioral Economics of Shopping	326	Production and Short-Run Cost	361
Making the Connection: J.C. Penney Meets	227	Marginal Cost	361
Behavioral Economics	327	Why Are the Marginal and Average Cost Curves	
Conclusion	328	U Shaped?	361

Solved Problem 11.4: Calculating Marginal Cost and Average Cost	363	12.2 How a Firm Maximizes Profit in a Perfectly Competitive Market	395
11.5 Graphing Cost Curves	364	Revenue for a Firm in a Perfectly Competitive	
11.6 Costs in the Long Run	366	Market	395
Economies of Scale	366	Determining the Profit-Maximizing Level of	20.6
Long-Run Average Cost Curves for Automobile	267	Output	396
Factories	367	12.3 Illustrating Profit or Loss on the Cost Curve	200
Solved Problem 11.6: Using Long-Run Average	367	Graph Showing a Profit on the Craph	398 399
Cost Curves to Understand Business Strategy Making the Connection: The Colossal River	367	Showing a Profit on the Graph Solved Problem 12.3: Determining Profit-	399
Rouge: Diseconomies of Scale at Ford Motor		Maximizing Price and Quantity	399
Company	369	Don't Let This Happen to You: Remember	333
Don't Let This Happen to You: Don't Confuse	307	That Firms Maximize Their Total Profit,	
Diminishing Returns with Diseconomies		Not Their Profit per Unit	401
of Scale	370	Illustrating When a Firm Is Breaking Even or	101
Conclusion	371	Operating at a Loss	402
	0,1	Making the Connection: Losing Money in the	102
Appendix: Using Isoquants and Isocost Lines to		Solar Panel Industry	402
Understand Production and Cost	379	12.4 Deciding Whether to Produce or to Shut	
Isoquants	379	Down in the Short Run	403
An Isoquant Graph	379	Solved Problem 12.4: When to Pull the Plug	
The Slope of an Isoquant	380	on a Movie	404
Isocost Lines	380	The Supply Curve of a Firm in the Short Run	405
Graphing the Isocost Line	380	The Market Supply Curve in a Perfectly	
The Slope and Position of the Isocost Line	381	Competitive Industry	406
Choosing the Cost-Minimizing Combination		12.5 "If Everyone Can Do It, You Can't Make	
of Capital and Labor	381	Money at It": The Entry and Exit of Firms in the	
Different Input Price Ratios Lead to Different		Long Run	407
Input Choices	382	Economic Profit and the Entry or Exit Decision	407
Making the Connection: The Changing Input		Long-Run Equilibrium in a Perfectly Competitive	
Mix in Walt Disney Film Animation	383	Market	409
Another Look at Cost Minimization	384	The Long-Run Supply Curve in a Perfectly	
Solved Problem 11A.1: Determining the Optimal		Competitive Market	409
Combination of Inputs	385	Making the Connection: In the Apple iPhone	
Making the Connection: Do National Football	201	Apps Store, Easy Entry Makes the Long	410
League Teams Behave Efficiently?	386	Run Pretty Short	412
The Expansion Path	387	Increasing-Cost and Decreasing-Cost Industries	412
		12.6 Perfect Competition and Efficiency	413 413
PART 5: Market Structure and Firm		Productive Efficiency Solved Problem 12.6: How Productive Efficiency	413
Strategy		Benefits Consumers	413
		Allocative Efficiency	415
		Conclusion	415
Chapter 12: Firms in Perfectly Competitive		Conclusion	113
Markets	390	Chapter 13: Monopolistic Competition:	
Perfect Competition in Farmers' Markets	391	The Competitive Model in a More Realistic	
12.1 Perfectly Competitive Markets	393	•	404
A Perfectly Competitive Firm Cannot Affect	0,70	Setting	424
the Market Price	393	Starbucks: The Limits to Growth through Product	
The Demand Curve for the Output of a Perfectly	2 	Differentiation	425
Competitive Firm	394	13.1 Demand and Marginal Revenue for a Firm in a	
Don't Let This Happen to You: Don't Confuse		Monopolistically Competitive Market	426
the Demand Curve for Farmer Parker's		The Demand Curve for a Monopolistically	
Wheat with the Market Demand Curve		Competitive Firm	426
for Wheat	394	Marginal Revenue for a Firm with a Downward-	
		Sloping Demand Curve	426

Solved Problem 13.2: Does Minimizing Cost Maximize Profit at Apple? 13.3 What Happens to Profits in the Long Run? How Does the Entry of New Firms Affect the Profits of Existing Firms? Port Let This Happen to You: Don't Confuse Zero Economic Profit thrith Zero Accounting Aking the Connection: The Rise and Decline and Rise of Starbucks Solved Problem 13.3: Can It Be Profitable to Be the High-Price Seller? 13.4 Comparing Monopolistic Competition Is Monopolistic Competition and Perfect Competition Is Monopolistic Competition Inefficient? How Consumers Benefit from Monopolistic Competition Sing the Monopoly in Monopolistic Competition Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition Making the Connection: Being the First Firm in the Market a Key to Success? Conclusion Chapter 14: Oligopoly: Firms in Less Competition in the Video Game Console Market 14.1 Oligopoly and Barriers to Entry Alawing the Connection: Is There a Dominant Strategy for Bidding on eBay? Alavazori Alayasy a Good Idea? Alayasing the Competitive Forces Model Competition from Existing Firms 468 Making the Connection: Can We Predict Which Firms Will Continue to Be Successful? A Monopoly on Lobster Dinners in Maine? Chapter 15: Monopoly and Antifrust Policy A Monopoly on Lobster Dinners in Maine? A Monopoly on Lobster Dinners in Maine? Chapter 15: Monopoly and Antifrust Policy A Monopoly on Lobster Dinners in Maine? Chapter 15: Monopoly and Antifrust Policy A Monopoly on Lobster Dinners in Maine? Chapter 15: Monopoly and Antifrust Policy A Monopoly on Lobster Dinners in Maine? Chapter 15: Monopoly and Mainer	13.2 How a Monopolistically Competitive Firm		14.3 Sequential Games and Business Strategy	463
Makimize Profit at Apple? 1430 Makamize Profit at Apple? 1431 Makamize Profit at Apple? 1431 Mow Does the Entry of New Firms Affect the Profits of Existing Firms? 1431 Making the Connection: The Rise and Decline and Rise of Starbucks 1432 Solved Problem 13-3: Can it Be Profitable to Be the High-Price Seller? 1434 Comparing Monopolistic Competition and Perfect Competition 1435 Solved Problem 13-3: Can it Be Profitable to Be the High-Price Seller? 1436 Comparing Monopolistic Competition and Perfect Competition 1436 Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition 1436 Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition 1437 Making the Connection: Is Being the First Firm in the Market a Key to Success? 1439 Defending a Brand Name 1430 Making the Connection: Is Being the First Firm in the Market a Key to Success? 1441 Oligopoly and Barriers to Entry 1441 Oligopoly and Barriers to Entry 1442 Osing Game Theory to Analyze Oligopoly 1442 Osing Game Theory to Analyze Oligopoly 1442 Osing Game Theory to Analyze Oligopoly 1443 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 1445 Osine Game Theory to Analyze Oligopoly 1450 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 1461 Oligopoly and the Prisoner's Dilemma Amazon? 1470 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 1480 Maring the Connection: With Price Collusion, More Is Not Merrier 1490 Making the Connection: With Price Collusion, More Is Not Merrier 1491 Making the Connection: With Price Collusion, More Is Not Merrier 1491 Making the Connection: With Price Collusion, More Is Not Merrier 1492 Making the Connection: With Price Collusion, More Is Not Merrier 1494 Making the Connection: With Price Collusion, More Is Not Merrier 1495 Making the Connection: With Price Collusion, More Is Not Merrier 1496 Making the Connection: With Price Collusion, More Is Not Merrier 1496 Makin	Maximizes Profit in the Short Run	428	Deterring Entry	463
13.3 What Happens to Profits in the Long Run?	•		· · · · · · · · · · · · · · · · · · ·	
How Does the Entry of New Firms Affect the Profits of Existing Firms 2 Pon't Let This Happen to You: Don't Confuse Zero Economic Profit with Zero Accounting Profit 432 Making the Connection: The Rise and Decline and Rise of Starbucks 434 Is Zero Economic Profit Inevitable in the Long Run? 435 Solved Problem 13.3. Can It Be Profitable to Be the High-Price Seller? 436 Is Making the Connection: Be Competition and Perfect Competition [Associated Profit Inevitable in the Long Run? 436 Is Making the Connection: Be Competition and Perfect Competition Inefficient? 436 Is Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition Monopolistic Competition Advertising Defending a Brand Name 439 Conculsion 441 I Oligopoly: Firms in Less Competition in the Video Game Console Market 410 Uligopoly and Barriers to Entry 452 A Dunopoly Game: Price of Say9 A Duopoly Game: Price Competition between 450 I Alking the Connection: Is Brim game and Profit Maxing the Connection: Is Brim and Misunderstand Why Each Firm Ends Up Charging a Price of Say9 A Duopoly Game: Price of Say9 A Diagnor The Presoner's Dilemma 456 Don't Let This Happen to You: Don't Misunderstand Why Each Firm Ends Up Charging a Price of Say9 A Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 458 Alking the Connection: With Price Collusion, More Is Not Merrier 440 And Monopoly and Antitrust Folicey 468 Conduction: A Monopoly and Antitrust Policy 466 Chapter 15: Monopoly and Antitrust Policy 466 Chapter 15: Monopoly and Antitrust Policy 467 A Monopoly on Lobster Dimens in Maine? 468 Chapter 15: Monopoly and Antitrust Policy 468 A Maning the Connect			·	
Profits of Existing Firms? Don't Let This Happen to You: Don't Confuse Zero Economic Profit with Zero Accounting Profit Making the Connection: The Rise and Decline and Rise of Starbucks Making the Connection: The Rise and Decline and Rise of Starbucks Making the Connection: The Rise and Decline and Rise of Starbucks Making the Connection: The Rise and Decline and Rise of Starbucks Making the Connection: The Rise and Decline and Rise of Starbucks Making the Connection: Can We Predict Which Firms Will Continue to Be Successful? Making the Connection: Can We Predict Which Firms Will Continue to Be Successful? A Making the Connection: Merital Continue to Be Successful? A Monopoly on Lobster Dinners in Maine? 15.1 Is Any Firm Ever Really a Monopoly? 478 Making the Connection: Boogle a Monopoly? Making the Connection: Boogle a Monopoly? Making the Connection: Des Hasbro Have a Monopoly on Monopolistic Competition Competition Competition from Monopolistic Competition Advertising 335 How Marketing Differentiates Products Brand Management 439 Advertising 349 Advertising 340 Advertising 341 Amazon? 340 Amazon? 341 Amazon? 342 Amazon? 344 Amazon? 345 Amaking the Connection: Base Day View Let This Happen to You: Don't Assume That Charging a Fligher Price is Always More Profit Maximization for a Monopolist 348 Amazon? 348 Amazon? 349 Amaking the Connection: Did Apple Violate the Long Run Harland Amazon? 349 Amazon? 340 Amazon? 341 342 Amazon? 348 Amazon? 349 Amazon? 349 Amazon? 349 Amazon? 340 Amazon? 340 Amazon? 341 341 342 Amazon? 348 Amazon? 349 Amazon? 349 Amazon? 349 Amazon? 349 Amazon? 340 Amazon? 340 Amazon? 341 341 342 Amazon? 348 Amazon? 349 Amazon? 349 Amazon? 349 Amazon? 340 Amazon? 340 Amazon? 341 341 342 Amazon? 345 Amazon? 346 Amazon? 347 Amazon		431		
Don't Let This Happen to You: Don't Confuse Zero Economic Profit with Zero Accounting Profit Asking the Connection: The Rise and Decline and Rise of Starbucks 432	·		-	
Zero Economic Profit with Zero Accounting Profit Making the Connection: The Rise and Decline and Rise of Starbucks Making the Connection: The Rise and Decline and Rise of Starbucks Long Run? Solved Problem 13.3: Can It Be Profitable to Be the High-Price Seller? 1435 Chapter 15: Monopoly and Anliftrust Policy 152. What Omnopoly in Monopolistic Competition and Perfect Competition 154 Making the Connection: Can We Predict Which Firms Will Continue to Be Successful? 456 Chapter 15: Monopoly and Anliftrust Policy 457 Chapter 15: Monopoly and Anliftrust Policy 458 Making the Connection: Boogle a Monopoly? 459 Making the Connection: Broogle a Monopoly? 450 Competition Making the Connection: Poeter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition 451 Competition Making the Connection: Poeter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition 452 Competition Making the Connection: Poeter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition 453 Making the Connection: Broogle a Monopoly? 454 Advertising 455 Making the Connection: Does Hasbro Have a Monopoly on Monopoly? 458 Making the Connection: Does Hasbro Have a Monopoly on Monopoly? 459 Making the Connection: Does Hasbro Have a Monopoly on Monopoly? 450 Control of a Key Resource 450 Control of a Key Resource 451 Making the Connection: Are Diamond Profits Forever? The De Berse Diamond Monopoly 458 Making the Connection: Are Diamond Profits 459 Making the Connection: Are Diamond Monopoly 450 Making the Connection: Are Diamond Monopoly 450 Competition in the Video Game Console Market 451 Oligopoly: Firms in Less Competition in the Video Game Console Market 451 Oligopoly and Barriers to Entry A Profit Maximization for a Monopolist 450 Competition for a Monopolist 451 Making the Connection: Are Diamond Monopoly 452 Making the Connection: Are Diamond Monopoly 453 Making the Connection: Are Diamond Monopoly 454 Making the Connection: Are Diamond Monopoly 455		431		
Making the Connection: The Rise and Decline and Rise of Starbucks 434 Is Zero Economic Profit Inevitable in the Long Run? 435 Long Run? 435 Solved Problem 13.3: Can It Be Profitable to Be the High-Price Seller? 435 Conclusion 436 Conclusion 437 Conclusion 437 A Monopoly on Lobster Dinners in Maine? 438 A Monopoly on Lobster Dinners in Maine? 437 A Monopoly on Lobster Dinners in Maine? 438 A Monopoly on Lobster Dinners in Maine? 438 A Monopoly on Lobster Dinners in Maine? 439 A Monopoly on Monopoly? 438 A Monopoly on Monopoly? 438 Control of a Key Resource 438 Control of a Key Resource 438 A Monopoly on Monopoly? 438 Control of a Key Resource 438 A Monopoly on Monopoly? 438 Control of a Key Resource 438 A Monopoly on Monopoly? 438 A Monopoly on Monopoly 439 A Monopoly on M				
Making the Connection: The Rise and Decline and Rise of Starbucks Is Zero Economic Profit Inevitable in the Long Run? Solved Problem 13.3: Can It Be Profitable to Be the High-Price Seller? 436 Also Condusion 437 Conclusion 438 Chapter 15: Monopoly and Antitrust Policy 439 Also Monopoly on Lobster Dinners in Maine? 430 A Monopoly on Lobster Dinners in Maine? 431 432 A Monopoly on Lobster Dinners in Maine? 433 434 A Monopoly on Lobster Dinners in Maine? 435 A Monopoly on Lobster Dinners in Maine? 436 A Monopoly on Lobster Dinners in Maine? 437 A Making the Connection: Is Google a Monopoly? 438 A Monopoly on Lobster Dinners in Maine? 439 Also Making the Connection: Is Google a Monopoly? 430 A Monopoly on Lobster Dinners in Maine? 431 432 A Monopoly on Lobster Dinners in Maine? 433 434 A Monopoly on Lobster Dinners in Maine? 435 436 A Monopoly on Lobster Dinners in Maine? 437 A Monopoly on Lobster Dinners in Maine? 438 439 A Monopoly on Lobster Dinners in Maine? 439 430 A Monopoly on Lobster Dinners in Maine? 430 431 430 A Monopoly on Lobster Dinners in Maine? 431 432 A Monopoly on Lobster Dinners in Maine? 433 434 435 A Monopoly on Lobster Dinners in Maine? 436 437 438 439 439 430 430 430 430 430 430	· ·		-	
and Rise of Starbucks Is Zero Economic Profit Inevitable in the Long Run? Solved Problem 13.3: Can It Be Profitable to Be the High-Price Seller? 3.4 Comparing Monopolistic Competition and Perfect Competition Is Monopolistic Competition Inefficient? How Consumers Benefit from Monopolistic Competition Shaking the Connection: Peter Thicl, e-Cigarettes, and the Monopoly in Monopolistic Competition Akking the Connection: Peter Thicl, e-Cigarettes, and the Monopoly in Monopolistic Competition Advertising Defending a Brand Name 13.5 How Marketing Differentiates Products Brand Management Advertising Defending a Brand Name 13.6 What Makes a Firm Successful? Making the Connection: Is Being the First Firm in the Market a Key to Success? 440 Conclusion Making the Connection: Can We Predict Which Firms Will Continue to Be Successful? 457 Chapter 15: Monopoly and Antifrust Policy Adams the Connection: Maine? 458 Admonopoly on Lobster Dinners in Maine? 459 Making the Connection: Congle a Monopoly? 450 Competition Blocks Entry Advertising A		432		
Is Zero Economic Profit Inevitable in the Long Run? Solved Problem 13.3: Can It Be Profitable to Be the High-Price Seller? 13.4 Comparing Monopolistic Competition and Perfect Competition Excess Capacity under Monopolistic Competition 15 Monopolistic Competition Inefficient? How Consumers Benefit from Monopolistic Competition Competition Making the Connection: 15 Google a Monopoly? Making the Connection: 15 Google a Monopoly? Making the Connection: 15 Google a Monopoly? Making the Connection: 15 Google a Monopoly? Making the Connection: 15 Google a Monopoly? Making the Connection: 15 Monopoly 1478 Making the Connection: 15 Google a Monopoly? Making the Connection: 15 Google a Monopoly 1478 Making the Connection: 15 Google a Monopoly 1478 Making the Connection: 15 Monopoly 1478 Making the Connection: 15 Google a Monopoly 1478 Ma				468
Long Run? Solved Problem 13.3: Can It Be Profitable to Be the High-Price Seller? 13.4 Comparing Monopolistic Competition and Perfect Competition Excess Capacity under Monopolistic Competition Is Monopolistic Competition Inefficient? Is Monopolistic Competition Inefficient? Is Monopolistic Competition Inefficient? Is Monopolistic Competition Monopolistic Competition Akaking the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition Akaking the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition Advertising Lefending a Brand Mame 13.6 What Makes a Firm Successful? Making the Connection: Are Diamond Profits Brand Management Making the Connection: Are Diamond Monopoly Making the Connection: Are Diamond Monopoly Advertising Lefending a Brand Name 13.6 What Makes a Firm Successful? Making the Connection: Is Being the First Firm in the Market a Key to Success? Making the Connection: Is Being the First Firm in the Market a Key to Success? All Diamonopoly: Firms in Less Competition in the Video Game Console Market 14.1 Oligopoly and Barriers to Entry A Duopoly Came: Price Competition between Two Firms 14.2 Using Game Theory to Analyze Oligopoly A Duopoly Came: Price Competition between Two Firms 15.2 Where Do Monopolise Come From? 488 Control of a Key Resource 489 Natural Monopoly? 489 Natural Monopoly 480 Solved Problem 15.2: Can a Seafood Restaurant Be a Natural Monopoly? 480 Marginal Revenue Once Again Afford Maximization for a Monopolist 480 Marginal Revenue Once Again 480 M		434		
Solved Problem 13.3: Can It Be Profitable to Be the High-Price Seller? 3.4 Comparing Monopolistic Competition and Perfect Competition Excess Capacity under Monopolistic Competition and Is Monopolistic Competition Is Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition of Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition of Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition of Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition of Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition of Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition of Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition of Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition of Peter Thiel, e-Cigarettes, and the Monopoly in Monopoly in Monopolistic Competition of Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition of Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition of Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition of Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition of Peter Thiel, e-Cigarettes, and the Monopoly in Monopoly in Monopolistic Competition of Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition of Peter Thiel, e-Cig				
the High-Price Seller? 13.4 Comparing Monopolistic Competition and Perfect Competition Excess Capacity under Monopolistic Competition Excess Capacity under Monopolistic Competition Excess Capacity under Monopolistic Competition 136 Monopoly on Lobster Dinners in Maine? 15.1 Is Any Firm Ever Really a Monopoly? 478 15.2 Where Do Monopolise Competition 439 Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition 438 Making the Connection: Dest Hasbro Have a Monopoly on Monopoly? 439 Control of a Key Resource 430 Making the Connection: Dest Hasbro Have a Monopoly on Monopoly? 430 Making the Connection: A Making the Connection: A Poliamond Profits Brand Management 431 Making the Connection: A Poliamond Profits 432 Making the Connection: A Poliamond Profits 433 Making the Connection: A Poliamond Profits 434 Making the Connection: B Being the First Firm 435 In the Market a Key to Success? 440 Solved Problem 15.2: Can a Seafood Restaurant 441 Making the Connection: B Being the First Firm 440 In Marginal Revenue Once Again 441 Profit Maximization for a Monopolist 442 Vising Game Theory to Analyze Oligopoly 445 A Duopoly Game: Price of Sayay 445 A Duopoly Game: Price of Sayay 446 A Duopoly Game: Price of Sayay 447 448 A Making the Connection: Is There a Dominant 449 Solved Problem 15.2: Can a Seafood Restaurant 440 Barriers to Entry 450 Making the Connection: Is There a Dominant 451 A Monopoly on Lobster Dinners in Mainer? 452 Making the Connection: Is There a Dominant 453 Making the Connection: Is There a Dominant 454 Making the Connection: Is There a Dominant 455 Making the Connection: Is There a Dominant 456 Making the Connection: Is There a Dominant 457 Making the Connection: With Price Collusion, 458 Making the Connection: With Price Collusion, 459 Making the Connection: With Price Collusion, 450 Monopoly on Monopoly 450 Making the Connection: With Price Collusion, 450 More Problem 14: Oligopoly and Barriers to Entry 451 Making the C		434	Conclusion	469
A Monopoly on Lobster Dinners in Maine? 479				
A Monopoly on Lobster Dinners in Maine? Excess Capacity under Monopolistic Competition Excess Capacity under Monopolistic Competition Is Monopolistic Competition Inefficient? How Consumers Benefit from Monopolistic Competition Aaking the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition Control of a Key Resource As Making the Connection: Is Being the First Firm In the Market a Key to Successful? Although Connection: Is Being the First Firm In the Market a Key to Successful? Although Connection: Is There Competition Competitio	•	435	Chapter 15: Monopoly and Antitrust Policy	476
Excess Capacity under Monopolistic Competition Is Monopolistic Competition Inefficient? How Consumers Benefit from Monopolistic Competition Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition Making the Connection: Does Hasbro Have and the Monopoly in Monopolistic Competition Making the Connection: Does Hasbro Have a Monopoly on Monopoly? 488 Control of a Key Resource Making the Connection: As Making the Connection: Are Diamond Profits Brand Management Making the Connection: Are Diamond Profits Forever? The De Beers Diamond Monopoly Metwork Externalities Network Externalities Netw	13.4 Comparing Monopolistic Competition and		Chapter 13. Monopoly and Aminasi i oney	470
Is Monopolistic Competition Inefficient? How Consumers Benefit from Monopolistic Competition Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition 438 Making the Connection: Does Hasbro Have a Monopoly on Monopoly? 439 Making the Connection: Does Hasbro Have a Monopoly on Monopoly? 480 Control of a Key Resource 481 Making the Connection: Are Diamond Profits Forever? The De Beers Diamond Monopoly Network Externalities 483 Making the Connection: Are Diamond Profits Forever? The De Beers Diamond Monopoly Network Externalities 484 Making the Connection: Are Diamond Profits Forever? The De Beers Diamond Monopoly Network Externalities 485 Making the Connection: Are Diamond Profits 486 Making the Connection: Are Diamond Profits 487 Making the Connection: Are Diamond Profits 488 Making the Connection: Are Diamond Profits 489 Natural Monopoly Network Externalities 480 Natural Monopoly Network Externalities 480 Natural Monopoly? 480 15.3 How Does a Monopoly? 480 15.3 How Does a Monopoly? 480 15.3 How Does a Monopoly Choose Price and Output? 480 Marginal Revenue Once Again Profit Maximization for a Monopolist 480 Maximizing Price and Output for a Cable Monopoly 481 15.4 Does Monopoly And Deptor to Analyze Oligopoly A Duopoly Game: Price Competition between Two Firms Firm Behavior and the Prisoner's Dilemma Amazon? 485 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 486 Are This Happen to You: Don't Making the Connection: Does Amonopoly Antitrust Laws and Antitrust Enforcement Advertising And Price and Output for a Cable Monopoly Antitrust Laws and Antitrust Enforcement Advertised Anazor Amazon? 487 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 488 Antirust Laws and Antitrust Enforcement Adaing the Connection: Did Apple Violate the Law in Pricing e-Books? 489 Marier Gonnection: Did Appl	Perfect Competition	436	A Monopoly on Lobster Dinners in Maine?	477
How Consumers Benefit from Monopolistic Competition: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition: Additional Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition: 438 Brand Management: 439 Advertising: 439 Defending a Brand Name: 439 Befending a Brand Name: 439 Brand Mankes a Firm Successful? 440 Making the Connection: Is Being the First Firm: 439 in the Market a Key to Success? 440 Conclusion: 441 Conclusion: 441 Conpetitive Morkets: 450 Competitive Morkets: 450 Competitive Morkets: 450 Barriers to Entry: 452 Barriers to Entry: 453 A Duopoly and Barriers to Entry: 453 Brariers to Entry: 453 A Duopoly Game: Price Competition between Two Firms Behavior and the Prisoner's Dilemma 456 Don't Let This Happen to You: Don't Measuring the Efficiency Losses Due to Monopoly: 493 Antirust Laws and Antirust Enforcement: 493 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 458 Making the Connection: Does Hasbro Have a Monopoly? 488 Control of a Key Resource 488 Making the Connection: Does Hasbro Have a Monopoly? Assured Indicate the Monopoly on Monopoly? 488 Control of a Key Resource 482 Making the Connection: Are Diamond Monopoly 488 Network Externalities Not Menopoly 488 Network Externalities Not Monopoly 488 Natural Monopoly 5 Network Externalities Network Externalities Network Externalities Network Externalities Assurant Monopoly 484 Making the Connection: Is Find Happen to Success? 440 Output? 486 Marginal Revenue Once Again Profit Maximization for a Monopolist 488 Marginal Revenue Once Again Profit Maximization for a Monopolist 488 Marginal Revenue Once Again Profit Maximization for a Monopolist 488 Marginal Revenue Once Again Profit Maximization for a Monopolist 489 Marginal Revenue Once Again Profit Maximization for a Monopolist 480 Don't Let This Happen to You: Don't Assume That Charging a Higher Price Is Always More Profitable for a Monopoly 499 Marginal Revenue Once Again Profit Maximization for a Monopoly 499 Maximizat	Excess Capacity under Monopolistic Competition	436	15.1 Is Any Firm Ever Really a Monopoly?	478
Competition Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition 438 Making the Monopoly in Monopolistic Competition 438 Making the Connection: As Brand Management 439 Making the Connection: As Bears Diamond Monopoly 482 Making the Connection: As Bears Diamond Monopoly 483 Making the Connection: As Bears Diamond Monopoly 484 Making the Connection: Does Personer's Dilemma 485 Making the Connection: Does Personer's Dilemma 486 Making the Connection: Does Does Diamond Monopoly 484 Making the Connection: Does Does Diamond Monopoly 485 Making the Connection: Does Does Diamond Monopoly 485 Making the Connection: Does Does Diamond Monopoly 486 Making the Connection: Does Does Diamond Monopoly 486 Making the Connection: Does Does Dear Does Dear As Bears Diamond Monopoly 486 Making the Connection: Does Dear Does Dear As Bears Diamond Monopoly 486 Making the Connection: Does Dear Does Dear Does Dear Dear Dear Dear Dear Dear Dear Dear	Is Monopolistic Competition Inefficient?	436	Making the Connection: Is Google a Monopoly?	478
Making the Connection: Peter Thiel, e-Cigarettes, and the Monopoly in Monopolistic Competition 438 13.5 How Marketing Differentiates Products 438 Brand Management 439 Defending a Brand Name 439 Defending a Brand Name 439 Making the Connection: Are Diamond Profits Forever? The De Beers Diamond Monopoly 483 13.6 What Makes a Firm Successful? 440 Making the Connection: Are Diamond Profits Forever? The De Beers Diamond Monopoly 483 13.6 What Makes a Firm Successful? 440 Making the Connection: Are Diamond Profits Forever? The De Beers Diamond Monopoly 483 13.6 What Makes a Firm Successful? 440 Making the Connection: Are Diamond Profits Forever? The De Beers Diamond Monopoly 483 13.6 What Makes a Firm Successful? 440 Making the Connection: Are Diamond Profits Forever? The De Beers Diamond Monopoly 483 Network Externalities 483 Natural Monopoly Choose Profe and Output? 484 Solved Problem 15.2: Can a Seafood Restaurant Be a Natural Monopoly? 484 15.3 How Does a Monopoly Choose Price and Output? 485 Marginal Revenue Once Again Profit Maximization for a Monopolis 486 Competition in the Video Game Console Market 450 Lat. Oligopoly: Firms in Less Solved Problem 15.3: Finding the Profit-Maximization for a Monopoly 486 Competition in the Video Game Console Market 450 Lat. Oligopoly and Barriers to Entry 453 Don't Let This Happen to You: Don't Assume That Charging a Higher Price Is Always More Profitable for a Monopoly Reduce Economic Efficiency? 495 Massing the Connection: Don't Measuring the Efficiency Losses from Monopoly 496 Massing the Connection: Don't Measuring the Efficiency Losses From Monopoly 497 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 458 Making the Connection: Dose Hasbro Have a Natural Monopolies 498 Making the Connection: Dose Hasbro Have a Natural Monopolies 498 Making the Connection: Unit Price Collusion, More Is Not Merrer 460 Making the Connection: Dose Jamon Monopoly 490 Alter This Happen to You: Don't Assume This Happen to You: Don't Let This Happen	How Consumers Benefit from Monopolistic		15.2 Where Do Monopolies Come From?	479
and the Monopoly in Monopolistic Competition 438 Control of a Key Resource 480 Control of a Key Resource 480 Making the Connection: Are Diamond Profits 439 Forever? The De Beers Diamond Monopoly 482 Network Externalities 483 Network Externalities 484 Network Externalities 483 Network Externalities 484 Network Externalities 483 Network Externalities 484 N	Competition	437	Government Action Blocks Entry	480
Competition 438	Making the Connection: Peter Thiel, e-Cigarettes,		Making the Connection: Does Hasbro Have	
Making the Connection: Are Diamond Profits Forever? The De Beers Diamond Monopoly 482	and the Monopoly in Monopolistic		a Monopoly on Monopoly?	480
Brand Management 439 Forever? The De Beers Diamond Monopoly 482 Advertising 439 Network Externalities 483 Defending a Brand Name 439 Natural Monopoly 483 13.6 What Makes a Firm Successful? 440 Solved Problem 15.2: Can a Seafood Restaurant Be a Natural Monopoly? 484 Making the Connection: Is Being the First Firm in the Market a Key to Success? 440 15.3 How Does a Monopoly Choose Price and Output? 486 Conclusion 441 Output? 486 Competitive Markets 450 Marginal Revenue Once Again Profit Maximization for a Monopolist 486 Competitive Markets 450 Maximization for a Monopolist 487 Competitive Markets 450 Don't Let This Happen to You: Don't Assume 14.1 Oligopoly and Barriers to Entry 453 Parties to Entry 453 HA.2 Using Game Theory to Analyze Oligopoly 455 Inding the Price Is Always More Profitable for a Monopolist 488 15.4 Does Monopoly Reduce Economic Efficiency? 490 Comparing Monopoly and Perfect Competition 490 Measuring the Efficiency Losses From Monopoly 492 Market Power and Technological Change 492 Ly Charging a Price of \$399 457 Inding the Profit Maximization for a Monopoly 493 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma 6 Amazon? 458 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 458 Making the Connection: With Price Collusion, More Is Not Merrier 460 Regulating Natural Monopolies 498	Competition	438	Control of a Key Resource	482
Brand Management 439 Forever? The De Beers Diamond Monopoly 482 Advertising 439 Network Externalities 483 Defending a Brand Name 439 Natural Monopoly 483 13.6 What Makes a Firm Successful? 440 Solved Problem 15.2: Can a Seafood Restaurant Be a Natural Monopoly? 484 Making the Connection: Is Being the First Firm in the Market a Key to Success? 440 15.3 How Does a Monopoly Choose Price and Output? 486 Conclusion 441 Output? 486 Competitive Markets 450 Marginal Revenue Once Again Profit Maximization for a Monopolist 486 Competitive Markets 450 Maximization for a Monopolist 487 Competitive Markets 450 Don't Let This Happen to You: Don't Assume 14.1 Oligopoly and Barriers to Entry 453 Parties to Entry 453 HA.2 Using Game Theory to Analyze Oligopoly 455 Inding the Price Is Always More Profitable for a Monopolist 488 15.4 Does Monopoly Reduce Economic Efficiency? 490 Comparing Monopoly and Perfect Competition 490 Measuring the Efficiency Losses From Monopoly 492 Market Power and Technological Change 492 Ly Charging a Price of \$399 457 Inding the Profit Maximization for a Monopoly 493 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma 6 Amazon? 458 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 458 Making the Connection: With Price Collusion, More Is Not Merrier 460 Regulating Natural Monopolies 498	13.5 How Marketing Differentiates Products	438	Making the Connection: Are Diamond Profits	
Advertising Defending a Brand Name 439 Network Externalities 483 Defending a Brand Name 439 Natural Monopoly 483 13.6 What Makes a Firm Successful? 440 Solved Problem 15.2: Can a Seafood Restaurant Be a Natural Monopoly? 484 13.6 What Makes a Firm Successful? 440 Solved Problem 15.2: Can a Seafood Restaurant Be a Natural Monopoly? 484 15.3 How Does a Monopoly Choose Price and Output? 486 Conclusion 441 Output? 486 Competitive Market a Key to Success? 440 Dupt of a Monopolist 486 Competitive Markets 450 Maximization for a Monopolist 486 Competitive Markets 450 Monopoly and Barriers to Entry 452 That Charging a Higher Price Is Always More Profitable for a Monopoly and Price Competition between 455 Measuring the Efficiency Losses from Monopoly 490 Two Firms Behavior and the Prisoner's Dilemma 456 Monopoly? 492 Don't Let This Happen to You: Don't Monopoly and Perfect Competition between 456 Monopoly and Perfect Competition Monopoly? 493 Market Power and Technological Change 492 Don't Let This Happen to You: Don't Monopoly? 493 Market Power and Technological Change 492 Market Power and Technological Change 492 Market Power and Technological Change 493 Market Power and Technological Change 493 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 458 Making the Connection: With Price Collusion, 496 Making the Connection: With Price Collusion, 4		439		482
Defending a Brand Name 3.6 What Makes a Firm Successful? Making the Connection: Is Being the First Firm in the Market a Key to Success? 440 Solved Problem 15.2: Can a Seafood Restaurant Be a Natural Monopoly? 484 485 Be a Natural Monopoly? 486 486 Conclusion 441 Output? Marginal Revenue Once Again Profit Maximization for a Monopolist Solved Problem 15.3: Finding the Profit- Maximizing Price and Output for a Cable Monopoly and Barriers to Entry 450 Don't Let This Happen to You: Don't Assume Two Firms Firm Behavior and the Prisoner's Dilemma Don't Let This Happen to You: Don't Misunderstand Why Each Firm Ends Up Charging a Price of \$399 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon? Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Making the Connection: With Price Collusion, More Is Not Merrier 439 Natural Monopoly Solved Problem 15.2: Can a Seafood Restaurant Be a Natural Monopoly? 484 15.3 How Does a Monopoly Choose Price and Output? Marginal Revenue Once Again Profit Maximization for a Monopolist 486 Don't Let This Happen to You: Don't Assume Profitable for a Monopoly: 487 15.4 Does Monopoly Reduce Economic Efficiency? Comparing Monopoly and Perfect Competition Measuring the Efficiency Losses from Monopoly 490 How Large Are the Efficiency Losses Due to Monopoly? 491 Market Power and Technological Change 492 493 Market Power and Technological Change 493 Market Power and Technological Change 494 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 495 The Department of Justice and FTC Merger 496 The Department of Justice and FTC Merger 497 The Department of Justice and FTC Merger 498 Guidelines 498 Assuring Monopoly 498 Assuring Mercera of Technological Change 499 The Department of Justice and FTC Merger 490	•	439	- 1	
Making the Connection: Is Being the First Firm in the Market a Key to Success? 440 Conclusion Chapter 14: Oligopoly: Firms in Less Competitive Markets Competitive Markets Competition in the Video Game Console Market 14.1 Oligopoly and Barriers to Entry Barriers to Entry A Duopoly Game: Price Competition between Two Firms Firm Behavior and the Prisoner's Dilemma Don't Let This Happen to You: Don't Misunderstand Why Each Firm Ends Up Charging a Price of \$399 Solved Problem 15.2: Can a Seafood Restaurant Be a Natural Monopoly? 480 Marginal Revenue Once Again Profit Maximization for a Monopolist Solved Problem 15.3: Finding the Profit- Maximizing Price and Output for a Cable Monopoly Don't Let This Happen to You: Don't Assume That Charging a Higher Price Is Always More Profitable for a Monopolist 15.4 Does Monopoly Reduce Economic Efficiency? Comparing Monopoly and Perfect Competition Measuring the Efficiency Losses from Monopoly How Large Are the Efficiency Losses Due to Monopoly? Antitrust Laws and Antitrust Enforcement Amazon? Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Can Firms Escape the Prisoner's Dilemma? Making the Connection: With Price Collusion, More Is Not Merrier 440 Solved Problem 15.2: Can a Seafood Restaurant Be a Natural Monopoly? 488 Abaural Monopoly? 488 Dout It it This Happen to You: Don't Assume That Charging a Higher Price Is Always More Profitable for a Monopolis 489 Don't Let This Happen to You: Don't Measuring the Efficiency Losses from Monopoly 490 How Large Are the Efficiency Losses Due to Monopoly? Antitrust Laws and Antitrust Enforcement 493 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Can Firms Escape the Prisoner's Dilemma? Making the Connection: With Price Collusion, More Is Not Merrier 440 Solved Problem 15.3: Finding the Profit- Maximizing Price and Output for a Cable Maxim	•		Natural Monopoly	
Making the Connection: Is Being the First Firm in the Market a Key to Success? 440 15.3 How Does a Monopoly Choose Price and Output? Marginal Revenue Once Again Profit Maximization for a Monopolist Profit Maximizing Price and Output for a Cable Monopoly Maximizing Price and Output for a Cable Monopoly Monopoly and Barriers to Entry ADUOPOLY Barriers to Entry ADUOPOL				
in the Market a Key to Success? Conclusion 441 Output? Marginal Revenue Once Again Profit Maximization for a Monopolist Solved Problem 15.3: Finding the Profit- Maximizing Price and Output for a Cable Monopoly Don't Let This Happen to You: Don't Assume 14.1 Oligopoly and Barriers to Entry Barriers to Entry A Duopoly Game: Price Competition between Two Firms Firm Behavior and the Prisoner's Dilemma Don't Let This Happen to You: Don't Misunderstand Why Each Firm Ends Up Charging a Price of \$399 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon? Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Making the Connection: Ust Price Collusion, More Is Not Merrier 440 Output? Maraginal Revenue Once Again Profit Maximization for a Monopolist Maximizing Price and Output for a Cable Maximizing Price and Output				484
Conclusion 441 Output? Marginal Revenue Once Again Profit Maximization for a Monopolist Solved Problem 15.3: Finding the Profit- Maximizing Price and Output for a Cable Monopoly 488 Competitive Markets 450 Don't Let This Happen to You: Don't Assume 14.1 Oligopoly and Barriers to Entry Barriers to Entry 451 A Does Monopoly Reduce Economic Efficiency? A Duopoly Game: Price Competition between Two Firms 452 IS Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon? 453 Marking the Connection: Is There a Dominant Strategy or Bidding on eBay? Can Firms Escape the Prisoner's Dilemma? More Is Not Merrier 446 Output? Marginal Revenue Once Again Again Again 448 Anapone or A Monopolist Assume That Charging a Higher Price Is Always More Profitable for a Monopolist 451 Comparing Monopoly Reduce Economic Efficiency? Comparing Monopoly and Perfect Competition 452 Measuring the Efficiency Losses from Monopoly 453 Measuring the Efficiency Losses Due to Monopoly? 454 Market Power and Technological Change 455 Marking the Connection: Did Apple Violate 456 Making the Connection: Did Apple Violate 457 The Department of Justice and FTC Merger Guidelines 458 Agreeria Augustania 459 Agreeria Augustania 450 Agreer		440	- '	
Anginal Revenue Once Again Profit Maximization for a Monopolist Profit Maximization for a Monopolist Profit Maximization for a Monopolist Maximizing Price and Output for a Cable Monopoly Monopoly Monopoly Monopoly And Charging a Higher Price Is Always More Barriers to Entry A Duopoly Game: Price Competition between Two Firms Firm Behavior and the Prisoner's Dilemma Don't Let This Happen to You: Don't Measuring the Efficiency Losses from Monopoly Misunderstand Why Each Firm Ends Up Charging a Price of \$399 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon? Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Making the Connection: With Price Collusion, More Is Not Merrier Massuring the Efficiency Losses from Monopoly Making the Connection: With Price Collusion, More Is Not Merrier Market Power and Technological Change Making the Connection: Did Apple Violate The Department of Justice and FTC Merger Guidelines Regulating Natural Monopolies Market Pollem 15.3: Finding the Profit- Maximization for a Monopolist Maximizing Price and Output for a Cable Monopoly That Charging a Higher Price Is Always More Profitable for a Monopolist 488 Comparing a Higher Price Is Always More Profitable for a Monopolist 489 489 That Charging a Higher Price Is Always More Profitable for a Monopolist 489 Messuring the Efficiency Losses from Monopoly Messuring the Efficiency Losses from Monopoly Manufer Is Always More Profitable for a Monopolist 489 Messuring the Efficiency Losses from Monopoly Messuring Monopoly and Perfect Competition Messuring Honopoly and Perfect Competition Messuring Honopolist 489 15.4 Does Monopoly Messuring Honopolist Messuring Honopolist Messuring Honopolist 480 Messuring Honopolist Messuring Honopolist Messuring Honopolist Messuring Honopolist 480 Messuring Honopolist Messuring Honopolist Messuring Hon	·		- ·	486
Chapter 14: Oligopoly: Firms in Less Competitive Markets 450 Competitive Markets Competition in the Video Game Console Market 14.1 Oligopoly and Barriers to Entry Barriers to Entry 452 A Duopoly Game: Price Competition between Two Firms Firm Behavior and the Prisoner's Dilemma Don't Let This Happen to You: Don't Misunderstand Why Each Firm Ends Up Charging a Price of \$399 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon? Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Competition for a Monopolist Maximization for a Monopolist Maximizing Price and Output for a Cable Monopoly Don't Let This Happen to You: Don't Assume That Charging a Higher Price Is Always More Profitable for a Monopolist Masumization for a Monopolist Maximizing Price and Output for a Cable Monopoly That Charging a Higher Price Is Always More Profitable for a Monopolist 488 Comparing Monopolys Advance Economic Efficiency? Comparing Monopoly and Perfect Competition 490 Measuring the Efficiency Losses from Monopoly 491 Monopoly? Monopoly? Monopoly? Antitrust Laws and Antitrust Enforcement Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Can Firms Escape the Prisoner's Dilemma? Making the Connection: With Price Collusion, More Is Not Merrier 450 Maximizing Price and Output for a Cable Monopoly 488 Don't Let This Happen to You: Don't Assume Profitable for a Monopolist 489 Measuring the Efficiency Losses from Monopoly 490 Monopoly? Monopoly? Antitrust Laws and Antitrust Enforcement Making the Connection: Did Apple Violate the Law in Pricing e-Books? Mergers: The Trade-off between Market Power and Efficiency The Department of Justice and FTC Merger Making the Connection: With Price Collusion, More Is Not Merrier 460 Regulating Natural Monopolies			<u>-</u>	
Chapter 14: Oligopoly: Firms in Less Competitive Markets 450 Competitive Markets 450 Competition in the Video Game Console Market 450 Al. Oligopoly and Barriers to Entry Barriers to Entry 451 A Duopoly Game: Price Competition between Two Firms Firm Behavior and the Prisoner's Dilemma Up Charging a Price of \$399 Solved Problem 15.3: Finding the Profit-Maximizing Price and Output for a Cable Monopoly Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Making the Connection: With Price Collusion, More Is Not Merrier 450 Don't Let This Happen to You: Don't Assume That Charging a Higher Price Is Always More Profitable for a Monopolist Absonopoly Reduce Economic Efficiency? Profitable for a Monopolist Absonopoly Reduce Economic Efficiency? Absonopoly Reduc				
Competitive Markets Competition in the Video Game Console Market 450 Competition in the Video Game Console Market 450 Don't Let This Happen to You: Don't Assume 14.1 Oligopoly and Barriers to Entry Barriers to Entry 453 15.4 Does Monopoly Reduce Economic Efficiency? 454 A Duopoly Game: Price Competition between Two Firms 455 Measuring the Efficiency Losses from Monopoly Firm Behavior and the Prisoner's Dilemma Don't Let This Happen to You: Don't Misunderstand Why Each Firm Ends Up Charging a Price of \$399 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon? Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Can Firms Escape the Prisoner's Dilemma? More Is Not Merrier Making the Connection: With Price Collusion, More Is Not Merrier Making the Connection: With Price Collusion, More Is Not Merrier Making the Connection: With Price Collusion, More Is Not Merrier A50 Don't Let This Happen to You: Don't 453 Profitable for a Monopoly A55 Profitable for a Monopolity Assume That Charging a Higher Price Is Always More Profitable for a Monopolity Assume 14.2 Using Game Theory to Analyze Oligopoly 455 Is.4 Does Monopoly Reduce Economic Efficiency? 490 Comparing Monopoly and Perfect Competition 490 Measuring the Efficiency Losses from Monopoly 490 Measuring the Efficiency Losses From Monopoly 491 Market Power and Technological Change 492 Antitrust Laws and Antitrust Enforcement 493 Making the Connection: Did Apple Violate 494 Mergers: The Trade-off between Market Power 495 Making the Connection: With Price Collusion, More Is Not Merrier 460 Regulating Natural Monopolies 496	Chapter 14. Oligopoly Firms in Loss		-	
Monopoly		4=0		
Competition in the Video Game Console Market 14.1 Oligopoly and Barriers to Entry Barriers to Entry 452 That Charging a Higher Price Is Always More Profitable for a Monopolist 489 14.2 Using Game Theory to Analyze Oligopoly A Duopoly Game: Price Competition between Two Firms Firm Behavior and the Prisoner's Dilemma Don't Let This Happen to You: Don't Misunderstand Why Each Firm Ends Up Charging a Price of \$399 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon? Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Making the Connection: With Price Collusion, More Is Not Merrier 450 Don't Let This Happen to You: Don't 451 Absence And And Charging a Higher Price Is Always More Profitable for a Monopolist 452 That Charging a Higher Price Is Always More Profitable for a Monopolist 458 Absence And Profitable for a Monopolist 459 Measuring the Efficiency Losses from Monopoly 490 Comparing Monopoly and Perfect Competition 490 Comparing Monopoly and Perfect Competition 490 Comparing Monopoly and Perfect Competition 490 Measuring the Efficiency Losses from Monopoly 490 Manyore Profitable for a Monopolist 490 Comparing Monopoly and Perfect Competition 490 Measuring the Efficiency Losses from Monopoly 490 Manyore Profitable for a Monopoly Apple Competition 490 Market Power and Technological Change 491 Making the Connection: Did Apple Violate 492 Making the Connection: Did Apple Violate 493 Making the Connection: Did Apple Violate 494 Making the Connection: Did Apple Violate 495 That Charging a Higher Price Is Always More 490 Market Power and Technological Change 491 Making the Connection: Did Apple Violate 493 Making the Connection: Did Apple Violate 494 Making the Connection: Did Apple Violate 495 The Department of Justice and FTC Merger 496 Gouldelines 496 Making the Connection: With Price Collusion, 497 Market Power and Technological Change 498 Making the Connection: Did Apple Violate 499	Competitive Markets	450		488
14.1 Oligopoly and Barriers to Entry Barriers to Entry 453 Profitable for a Monopolist 489 14.2 Using Game Theory to Analyze Oligopoly A Duopoly Game: Price Competition between Two Firms 455 Measuring the Efficiency Losses from Monopoly Firm Behavior and the Prisoner's Dilemma Don't Let This Happen to You: Don't Misunderstand Why Each Firm Ends Up Charging a Price of \$399 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon? Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Can Firms Escape the Prisoner's Dilemma? Making the Connection: With Price Collusion, More Is Not Merrier 452 That Charging a Higher Price Is Always More Profitable for a Monopolist 458 Profitable for a Monopolist 489 Profitable for a Monopolist 489 Profitable for a Monopolist 489 Fomal Charging a Higher Price Is Always More 489 Absonopoly Reduce Economic Efficiency? 490 Comparing Monopoly and Perfect Competition 490 Measuring the Efficiency Losses from Monopoly 490 Monopoly? Monopoly? Market Power and Technological Change 492 Market Power and Technological Change 493 Antitrust Laws and Antitrust Enforcement Making the Connection: Did Apple Violate 494 Mergers: The Trade-off between Market Power and Efficiency 495 The Department of Justice and FTC Merger Guidelines 496 Regulating Natural Monopolies	Competition in the Video Game Console Market	450		
Barriers to Entry 14.2 Using Game Theory to Analyze Oligopoly A Duopoly Game: Price Competition between Two Firms Firm Behavior and the Prisoner's Dilemma Two Firms Behavior and the Prisoner's Dilemma Two Firm Behavior and Perfect Competition Two Gomparing Monopoly Reduce Economic Efficiency Thous Monopoly and Perfect Competition Two Firms Behavior and Perfect Competition Two Measuring the Efficiency Losses From Monopoly Two How Large Are the Efficiency Losses Pue to Monopoly? Thou Large Are the Efficiency Losses Due to Monopoly? Thou Large Are the Efficiency Losses Pue to Monopoly? Thou Large Are the Efficiency Losses Pue to Monopoly Reduction Two Firms Behavior Analysis	-			
14.2 Using Game Theory to Analyze Oligopoly A Duopoly Game: Price Competition between Two Firms 455 Measuring the Efficiency Losses from Monopoly Firm Behavior and the Prisoner's Dilemma 456 Don't Let This Happen to You: Don't Misunderstand Why Each Firm Ends Up Charging a Price of \$399 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon? 457 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Can Firms Escape the Prisoner's Dilemma? More Is Not Merrier 458 Does Monopoly Reduce Economic Efficiency? 490 Comparing Monopoly and Perfect Competition 490 Measuring the Efficiency Losses from Monopoly 490 Monopoly? Monopoly? Market Power and Technological Change 492 Antitrust Laws and Antitrust Enforcement 493 Making the Connection: Did Apple Violate 494 Mergers: The Trade-off between Market Power 495 And Efficiency 496 The Department of Justice and FTC Merger 496 Guidelines 497 Guidelines 498 Mergers: Not Merrier 498 Mergers: Not Merrier 498 Mergers: The Department of Justice and FTC Merger 499 Making the Connection: With Price Collusion, 499 Mergers: Not Merrier 490 Mergers: The Trade-off between Market Power 490 Mergers: The Department of Justice and FTC Merger 490 Mergers: The Department of Justice and FTC Merger 490 Mergers: Making the Connection: With Price Collusion, 490 Mergers: The Trade-off Merger	- - •			489
A Duopoly Game: Price Competition between Two Firms 455 Measuring Monopoly and Perfect Competition 490 Firm Behavior and the Prisoner's Dilemma 456 How Large Are the Efficiency Losses Due to Don't Let This Happen to You: Don't Misunderstand Why Each Firm Ends Up Charging a Price of \$399 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon? 457 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Can Firms Escape the Prisoner's Dilemma? More Is Not Merrier Comparing Monopoly and Perfect Competition 490 Measuring the Efficiency Losses From Monopoly 490 Monopoly? Monopoly? Market Power and Technological Change 492 Market Power and Technological Change 493 Market Power and Antitrust Enforcement 493 Making the Connection: Did Apple Violate 457 Mergers: The Trade-off between Market Power 458 and Efficiency 495 Making the Connection: With Price Collusion, More Is Not Merrier 460 Regulating Natural Monopolies	•			
Two Firms 455 Measuring the Efficiency Losses from Monopoly 490 Firm Behavior and the Prisoner's Dilemma 456 How Large Are the Efficiency Losses Due to Don't Let This Happen to You: Don't Monopoly? 492 Misunderstand Why Each Firm Ends Up Charging a Price of \$399 457 15.5 Government Policy toward Monopoly 493 Solved Problem 14.2: Is Same-Day Delivery Antitrust Laws and Antitrust Enforcement 493 a Prisoner's Dilemma for Wal-Mart and Amazon? 457 the Law in Pricing e-Books? 494 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 458 and Efficiency 495 Can Firms Escape the Prisoner's Dilemma? 459 The Department of Justice and FTC Merger 496 Making the Connection: With Price Collusion, More Is Not Merrier 460 Regulating Natural Monopolies 498			= ·	
Firm Behavior and the Prisoner's Dilemma Don't Let This Happen to You: Don't Misunderstand Why Each Firm Ends Up Charging a Price of \$399 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon? Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Can Firms Escape the Prisoner's Dilemma? Monopoly? Making the Connection: Did Apple Violate Af57 Mergers: The Trade-off between Market Power and Efficiency The Department of Justice and FTC Merger Making the Connection: With Price Collusion, More Is Not Merrier 456 How Large Are the Efficiency Losses Due to Monopoly? Manket Power and Technological Change 452 Market Power and Technological Change 453 Antitrust Laws and Antitrust Enforcement 454 Making the Connection: Did Apple Violate 455 The Law in Pricing e-Books? 456 The Department of Justice and FTC Merger Making the Connection: With Price Collusion, More Is Not Merrier 460 Regulating Natural Monopolies		455		
Don't Let This Happen to You:Don'tMonopoly?492Misunderstand Why Each Firm EndsMarket Power and Technological Change492Up Charging a Price of \$39945715.5 Government Policy toward Monopoly493Solved Problem 14.2:Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon?Antitrust Laws and Antitrust Enforcement Making the Connection:493Making the Connection:Is There a Dominant Strategy for Bidding on eBay?Mergers:The Law in Pricing e-Books?494Can Firms Escape the Prisoner's Dilemma?458and Efficiency495Making the Connection:With Price Collusion, More Is Not MerrierGuidelines496Regulating Natural Monopolies498				1,0
Misunderstand Why Each Firm Ends Up Charging a Price of \$399 457 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon? Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Can Firms Escape the Prisoner's Dilemma? Making the Connection: With Price Collusion, More Is Not Merrier Market Power and Technological Change 492 493 Market Power and Technological Change 492 493 Making the Connection to Did Apple Violate 493 Making the Connection: Did Apple Violate 494 Mergers: The Trade-off between Market Power 495 The Department of Justice and FTC Merger Making the Connection: With Price Collusion, More Is Not Merrier Market Power and Technological Change 492 493 Market Power and Technological Change 493 Antitrust Laws and Antitrust Enforcement 493 Making the Connection: Did Apple Violate 494 Making the Connection: Did Apple Violate 494 Making the Connection: Did Apple Violate 495 The Law in Pricing e-Books? 496 Market Power and Technological Change 497 Antitrust Laws and Antitrust Enforcement 493 Making the Connection: Did Apple Violate 494 Mergers: The Trade-off between Market Power 495 And Efficiency 496 Guidelines 496 Regulating Natural Monopolies		100	· · · · · · · · · · · · · · · · · · ·	492
Up Charging a Price of \$399 Solved Problem 14.2: Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon? Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Can Firms Escape the Prisoner's Dilemma? Making the Connection: With Price Collusion, More Is Not Merrier 457 More Is Not Merrier 15.5 Government Policy toward Monopoly Antitrust Laws and Antitrust Enforcement 493 Making the Connection: Did Apple Violate 457 the Law in Pricing e-Books? 494 Mergers: The Trade-off between Market Power 495 and Efficiency 495 The Department of Justice and FTC Merger 496 Regulating Natural Monopolies 498			- •	
Solved Problem 14.2:Is Same-Day Delivery a Prisoner's Dilemma for Wal-Mart and Amazon?Antitrust Laws and Antitrust Enforcement Making the Connection: Did Apple Violate the Law in Pricing e-Books?494Making the Connection:Is There a Dominant Strategy for Bidding on eBay?Mergers: The Trade-off between Market Power and Efficiency495Can Firms Escape the Prisoner's Dilemma?459The Department of Justice and FTC MergerMaking the Connection:With Price Collusion, More Is Not MerrierGuidelines496Regulating Natural Monopolies498		457		
a Prisoner's Dilemma for Wal-Mart and Amazon? 457 the Law in Pricing e-Books? 494 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? Can Firms Escape the Prisoner's Dilemma? Making the Connection: With Price Collusion, More Is Not Merrier 458 day the Law in Pricing e-Books? 495 The Department of Justice and FTC Merger Guidelines 496 Regulating Natural Monopolies 498		107	· · · · · · · · · · · · · · · · · · ·	
Amazon? 457 the Law in Pricing e-Books? 494 Making the Connection: Is There a Dominant Strategy for Bidding on eBay? 458 and Efficiency 495 Can Firms Escape the Prisoner's Dilemma? 459 The Department of Justice and FTC Merger Making the Connection: With Price Collusion, More Is Not Merrier 460 Regulating Natural Monopolies 498	·			173
Making the Connection:Is There a DominantMergers: The Trade-off between Market PowerStrategy for Bidding on eBay?458and Efficiency495Can Firms Escape the Prisoner's Dilemma?459The Department of Justice and FTC MergerMaking the Connection:With Price Collusion, More Is Not MerrierGuidelines496Regulating Natural Monopolies498		457	•	494
Strategy for Bidding on eBay? 458 and Efficiency 495 Can Firms Escape the Prisoner's Dilemma? 459 The Department of Justice and FTC Merger Making the Connection: With Price Collusion, More Is Not Merrier 460 Regulating Natural Monopolies 498		137		171
Can Firms Escape the Prisoner's Dilemma? 459 The Department of Justice and FTC Merger Making the Connection: With Price Collusion, More Is Not Merrier 460 Regulating Natural Monopolies 498		458		405
Making the Connection:With Price Collusion,Guidelines496More Is Not Merrier460Regulating Natural Monopolies498				173
More Is Not Merrier 460 Regulating Natural Monopolies 498		13)		496
	· · · · · · · · · · · · · · · · · · ·	460		
	Cartels: The Case of OPEC	461	Conclusion	499

The Effect on Equilibrium Wages of a Shift in Labor Demand S41
Not Fit All 16.1 Pricing Strategy, the Law of One Price, and Arbitrage Arbitrage Solved Problem 16.1: Is Arbitrage Just a Rip-Off? 509 Why Don't All Firms Charge the Same Price? 509 Why Don't All Firms Charge the Same Price? 509 16.2 Price Discrimination: Charging Different Prices for the Same Product Don't Let This Happen to You: Don't Confuse Price Discrimination The Requirements for Successful Price Discrimination Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: Will Your Future Income Depend on Which Courses You Take in College? The Effect on Equilibrium Wages of a Shift in Labor Supply Making the Connection: Veterinarians Fall Victim to Demand and Supply 17.4 Explaining Differences in Wages Don't Let This Happen to You: Remember That Prices and Wages Are Determined at the Margin Making the Connection: Technology and the Earnings of "Superstars" Compensating Differentials Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
16.1 Pricing Strategy, the Law of One Price, and Arbitrage Arbitrage Solved Problem 16.1: Is Arbitrage Just a Rip-Off? Why Don't All Firms Charge the Same Price? 16.2 Price Discrimination: Charging Different Prices for the Same Product Don't Let This Happen to You: Don't Confuse Price Discrimination The Requirements for Successful Price Discrimination Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: Will Your Future Income Depend on Which Courses You Take in College? The Effect on Equilibrium Wages of a Shift in Labor Supply Making the Connection: Veterinarians Fall Victim to Demand and Supply 17.4 Explaining Differences in Wages Don't Let This Happen to You: Remember That Prices and Wages Are Determined at the Margin Making the Connection: Technology and the Earnings of "Superstars" Compensating Differentials Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
and Arbitrage Arbitrage Solved Problem 16.1: Is Arbitrage Just a Rip-Off? Why Don't All Firms Charge the Same Price? 16.2 Price Discrimination: Charging Different Prices for the Same Product Don't Let This Happen to You: Don't Confuse Price Discrimination with Other Types of Discrimination The Requirements for Successful Price Discrimination Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: How Colleges Use Income Depend on Which Courses four lake in College? The Effect on Equilibrium Wages of a Shift in Labor Supply Making the Connection: Veterinarians Fall Victim to Demand and Supply 17.4 Explaining Differences in Wages Don't Let This Happen to You: Remember That Prices and Wages Are Determined at the Margin Making the Connection: Technology and the Earnings of "Superstars" Compensating Differentials Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
Arbitrage Solved Problem 16.1: Is Arbitrage Just a Rip-Off? Why Don't All Firms Charge the Same Price? 16.2 Price Discrimination: Charging Different Prices for the Same Product Don't Let This Happen to You: Don't Confuse Price Discrimination with Other Types of Discrimination The Requirements for Successful Price Discrimination Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: How Colleges Use In College? The Effect on Equilibrium Wages of a Shift in Labor Supply Making the Connection: Veterinarians Fall Victim to Demand and Supply 17.4 Explaining Differences in Wages Don't Let This Happen to You: Remember That Prices and Wages Are Determined at the Margin Making the Connection: Technology and the Earnings of "Superstars" Compensating Differentials Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
Solved Problem 16.1: Is Arbitrage Just a Rip-Off? Why Don't All Firms Charge the Same Price? 16.2 Price Discrimination: Charging Different Prices for the Same Product Don't Let This Happen to You: Don't Confuse Price Discrimination The Requirements for Successful Price Discrimination Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: How Colleges Use The Effect on Equilibrium Wages of a Shift in Labor Supply Making the Connection: Veterinarians Fall Victim to Demand and Supply 17.4 Explaining Differences in Wages Don't Let This Happen to You: Remember That Prices and Wages Are Determined at the Margin Making the Connection: Technology and the Earnings of "Superstars" Compensating Differentials Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
Why Don't All Firms Charge the Same Price? 16.2 Price Discrimination: Charging Different Prices for the Same Product Don't Let This Happen to You: Don't Confuse Price Discrimination with Other Types of Discrimination The Requirements for Successful Price Discrimination Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: Veterinarians Fall Victim to Demand and Supply 544 17.4 Explaining Differences in Wages Don't Let This Happen to You: Remember That Prices and Wages Are Determined at the Margin Making the Connection: Technology and the Earnings of "Superstars" Compensating Differentials Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
16.2 Price Discrimination: Charging Different Prices for the Same Product Don't Let This Happen to You: Don't Confuse Price Discrimination with Other Types of Discrimination The Requirements for Successful Price Discrimination Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: Veterinarians Fail Victim to Demand and Supply 17.4 Explaining Differences in Wages Don't Let This Happen to You: Remember That Prices and Wages Are Determined at the Margin Making the Connection: Technology and the Earnings of "Superstars" Compensating Differentials Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
Prices for the Same Product Don't Let This Happen to You: Don't Confuse Price Discrimination with Other Types of Discrimination The Requirements for Successful Price Discrimination Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: How Colleges Use To Demand and Supply 17.4 Explaining Differences in Wages Don't Let This Happen to You: Remember That Prices and Wages Are Determined at the Margin Making the Connection: Technology and the Earnings of "Superstars" Compensating Differentials Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
Don't Let This Happen to You: Don't Confuse Price Discrimination with Other Types of Discrimination The Requirements for Successful Price Discrimination Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: How Colleges Use 17.4 Explaining Differences in Wages Don't Let This Happen to You: Remember That Prices and Wages Are Determined at the Margin Making the Connection: Technology and the Earnings of "Superstars" Compensating Differentials Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
Price Discrimination with Other Types of Discrimination The Requirements for Successful Price Discrimination Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: How Colleges Use Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
Discrimination The Requirements for Successful Price Discrimination Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: How Colleges Use That Prices and Wages Are Determined at the Margin Making the Connection: Technology and the Earnings of "Superstars" Compensating Differentials Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
The Requirements for Successful Price Discrimination Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: How Colleges Use Margin Making the Connection: Technology and the Earnings of "Superstars" Compensating Differentials Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
Discrimination Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: How Colleges Use Making the Connection: How Colleges Use Making the Connection: Technology and the Earnings of "Superstars" Compensating Differentials Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
Solved Problem 16.2: How Apple Uses Price Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: How Colleges Use Earnings of "Superstars" Compensating Differentials Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
Discrimination to Increase Profits Airlines: The Kings of Price Discrimination Making the Connection: How Colleges Use Compensating Differentials 548 Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
Airlines: The Kings of Price Discrimination Making the Connection: How Colleges Use Discrimination Solved Problem 17.4: Is Passing "Comparable Worth" Legislation a Good Way to Close the
Making the Connection: How Colleges Use Solved Problem 17.4: Is Passing Comparable Worth' Legislation a Good Way to Close the
Worth Legislation a Good way to Close the
Perfect Price Discrimination 515 Gap between Mens and Womens Pay? 549
Price Discrimination across Time 517 Making the Connection: Does Greg Have an
Can Price Discrimination Be Illegal? Easier Time Finding a Job Than Jamal? 550
Making the Connection: The Internet Leaves Labor Unions 553
You Open to Price Discrimination 518 17.5 Personnel Economics 554
16.3 Other Pricing Strategies 519 Should Workers Pay Depend on How Much They
Odd Pricing: Why Is the Price \$2.99 Instead Work of on How Much They Produce: 534
of \$3.00? Making the Connection: Raising Pay, Productivity,
Why Do McDonald's and other Firms Use and Profits at Safelite AutoGlass Other Considerations in Setting Commenceation
Cost-Plus Pricing? Other Considerations in Setting Compensation
Making the Connection: Cost-Plus Pricing in the Systems 556
Publishing Industry 17.6 The Markets for Capital and Natural Resources The Markets for Capital and Natural Resources 556
Why Do Some Firms Use Two-Part Tariffs? The Market for Capital 556
Conclusion 525 The Market for Natural Resources 557
Monopsony 558
The Marginal Productivity Theory of Income
PART 6: Labor Markets, Public Choice, Distribution 559
and the Distribution of Income Conclusion 559
Chapter 17: The Markets for Labor and Chapter 18: Public Choice, Taxes, and the
Other Factors of Production 532 Distribution of Income 568
Who Is Zach Greinke and Why Is He Being Paid Should the Government Use the Tax System to
\$147 Million? Salar Oremice and Why is the Being Fand Salar Reduce Inequality? 569
17.1 The Demand for Labor 534 18.1 Public Choice 570
The Marginal Revenue Product of Labor 534 How Do We Know the Public Interest? Models
Solved Problem 17.1: Hiring Decisions by a of Voting 570
Firm That Is a Price Maker 536 Government Failure? 572
The Market Demand Curve for Labor 537 Is Government Regulation Necessary? 574
Factors That Shift the Market Demand Curve 18.2 The Tax System 574
for Labor 537 An Overview of the U.S. Tax System 575
17.2 The Supply of Labor 538 Progressive and Regressive Taxes 576
The Market Supply Curve of Labor The Market Supply Curve of Labor 539 Making the Connection: Which Groups Pay
Factors That Shift the Market Supply Curve the Most in Federal Taxes? 577
of Labor Marginal and Average Income Tax Rates 540 Marginal and Average Income Tax Rates

The Corporate Income Tax	578	Making the Connection: Why Do Many	
International Comparison of Corporate		Developing Countries Have Such Large	
Income Taxes	578	Underground Economies?	613
Evaluating Taxes	579	Shortcomings of GDP as a Measure of Well-Being	613
18.3 Tax Incidence Revisited: The Effect of		Making the Connection: Did World War II Bring	
Price Elasticity	581	Prosperity?	614
Don't Let This Happen to You: Don't Confuse		19.3 Real GDP versus Nominal GDP	615
Who Pays a Tax with Who Bears the Burden		Calculating Real GDP	616
of the Tax	581	Solved Problem 19.3: Calculating Real GDP	616
Making the Connection: Do Corporations Really		Comparing Real GDP and Nominal GDP	617
Bear the Burden of the Federal Corporate		The GDP Deflator	618
Income Tax?	582	19.4 Other Measures of Total Production and	
Solved Problem 18.3: The Effect of Price Elasticity		Total Income	619
on the Excess Burden of a Tax	583	Gross National Product	619
18.4 Income Distribution and Poverty	584	National Income	619
Measuring the Income Distribution and Poverty	584	Personal Income	619
Explaining Income Inequality	585	Disposable Personal Income	620
Making the Connection: What Explains the	000	The Division of Income	620
1 Percent?	588	Conclusion	621
Showing the Income Distribution with a Lorenz	300	Concident	021
Curve	589	Chapter 20: Unemployment and Inflation	628
Problems in Measuring Poverty and the	307	Chapter 20: Unemployment and Inflation	020
Distribution of Income	590	Caterpillar Announces Plans to Lay Off Workers	629
Solved Problem 18.4: Are Many People in the	370	20.1 Measuring the Unemployment Rate, the	
United States Stuck in Poverty?	592	Labor Force Participation Rate, and the	
Income Distribution and Poverty around the	392	Employment-Population Ratio	630
World	593	The Household Survey	630
Conclusion	594	Solved Problem 20.1: What Happens if the	
Conclusion	374	BLS Includes the Military?	632
		Problems with Measuring the Unemployment	
PART 7: Macroeconomic Foundation	าร	Rate	633
and Long-Run Growth		Trends in Labor Force Participation	634
		Unemployment Rates for Different Groups	635
Ob and a 10 ODD Ma access a Tabal		How Long Are People Typically Unemployed?	635
Chapter 19: GDP: Measuring Total		Making the Connection: How Unusual Was the	
Production and Income	602	Unemployment Situation Following the	
Ford Motor Company Rides the Business Cycle	603	2007–2009 Recession?	636
19.1 Gross Domestic Product Measures Total	003	The Establishment Survey: Another Measure of	
Production	605	Employment	637
Measuring Total Production: Gross Domestic	003	Revisions in the Establishment Survey	
Product	605	Employment Data: How Bad Was the 2007-2009	
Solved Problem 19.1: Calculating GDP	606	Recession?	638
Production, Income, and the Circular-Flow	000	Job Creation and Job Destruction over Time	639
Diagram	606	20.2 Types of Unemployment	639
Components of GDP	608	Frictional Unemployment and Job Search	640
Don't Let This Happen to You: Remember What	000	Structural Unemployment	640
Economists Mean by Investment	609	Cyclical Unemployment	641
·	609	Full Employment	641
An Equation for GDP and Some Actual Values	009	Making the Connection: How Should We	011
Making the Connection: Adding More of Lady	(10	Categorize Unemployment at Caterpillar?	641
Gaga to GDP	610	20.3 Explaining Unemployment	642
Measuring GDP Using the Value-Added Method	611	Government Policies and the Unemployment Rate	642
19.2 Does GDP Measure What We Want It to	(12	Labor Unions	644
Measure?	612		644
Shortcomings in GDP as a Measure of Total		Efficiency Wages	
Production	612	20.4 Measuring Inflation The Consumer Price Index	64 4
		THE CONSUMER PRICE MIGEX	040

Is the CPI Accurate?	646	Chapter 22: Long-Run Economic Growth:	
Don't Let This Happen to You: Don't		Sources and Policies	698
Miscalculate the Inflation Rate	647		
The Producer Price Index	648	Can China Save General Motors?	699
20.5 Using Price Indexes to Adjust for the Effects		22.1 Economic Growth over Time and around	500
of Inflation	648	the World	700
Solved Problem 20.5: Calculating Real Wages at		Economic Growth from 1,000,000 B.C. to the	700
Caterpillar	649	Present	700
20.6 Nominal Interest Rates versus Real Interest		Making the Connection: Why Did the Industrial	701
Rates	650	Revolution Begin in England?	701
20.7 Does Inflation Impose Costs on the		Small Differences in Growth Rates Are Important Why Do Growth Rates Matter?	701 702
Economy?	651		702
Inflation Affects the Distribution of Income	652	Don't Let This Happen to You: Don't Confuse the	
The Problem with Anticipated Inflation	652	Average Annual Percentage Change with	703
The Problem with Unanticipated Inflation	653	the Total Percentage Change "The Rich Get Richer and"	703
Making the Connection: What's So Bad about		Making the Connection: Is Income All That	703
Falling Prices?	653	Matters?	704
Conclusion	655	22.2 What Determines How Fast Economies Grow?	704
		The Per-Worker Production Function	705
		Which Is More Important for Economic Growth:	703
Chapter 21: Economic Growth, the Financial		More Capital or Technological Change?	707
System, and Business Cycles	664	Technological Change: The Key to Sustaining	707
Economic Growth and the Business Cycle at		Economic Growth	707
Whirlpool	665	Making the Connection: What Explains the	707
21.1 Long-Run Economic Growth	666	Economic Failure of the Soviet Union?	708
Making the Connection: The Connection between	000	Solved Problem 22.2: Using the Economic Growth	700
Economic Prosperity and Health	668	Model to Analyze the Failure of the Soviet	
Calculating Growth Rates and the Rule of 70	669	Economy	709
What Determines the Rate of Long-Run Growth?	670	New Growth Theory	709
Solved Problem 21.1: Explaining Economic	0,0	Joseph Schumpeter and Creative Destruction	711
Growth in Singapore	671	22.3 Economic Growth in the United States	711
Making the Connection: Can India Sustain Its		Economic Growth in the United States since 1950	712
Rapid Growth?	672	What Caused the Productivity Slowdown of	
Potential GDP	673	1974–1995?	712
21.2 Saving, Investment, and the Financial System	674	Is the United States Headed for Another	
An Overview of the Financial System	674	Productivity Slowdown?	713
The Macroeconomics of Saving and Investment	676	22.4 Why Isn't the Whole World Rich?	714
The Market for Loanable Funds	677	Catch-Up: Sometimes but Not Always	715
Making the Connection: Ebenezer Scrooge:		Solved Problem 22.4: The Economic Growth	
Accidental Promoter of Economic Growth?	678	Model's Prediction of Catch-Up	717
Solved Problem 21.2: How Would a Consumption		Why Haven't Most Western European Countries,	
Tax Affect Saving, Investment, the Interest		Canada, and Japan Caught Up to the United States?	718
Rate, and Economic Growth?	681	Why Don't More Low-Income Countries Experience	
21.3 The Business Cycle	682	Rapid Growth?	719
Some Basic Business Cycle Definitions	682	Making the Connection: What Do Parking Tickets	
How Do We Know When the Economy Is in a		in New York City Tell Us about Poverty in the	
Recession?	683	Developing World?	720
Making the Connection: Can a Recession Be a		The Benefits of Globalization	722
Good Time for a Business to Expand?	684	22.5 Growth Policies	723
What Happens during the Business Cycle?	685	Enhancing Property Rights and the Rule of Law	723
Don't Let This Happen to You: Don't Confuse		Making the Connection: Will China's Standard	
the Price Level and the Inflation Rate	688	of Living Ever Exceed That of the United	
Will the U.S. Economy Return to Stability?	690	States?	723
Conclusion	691	Improving Health and Education	725

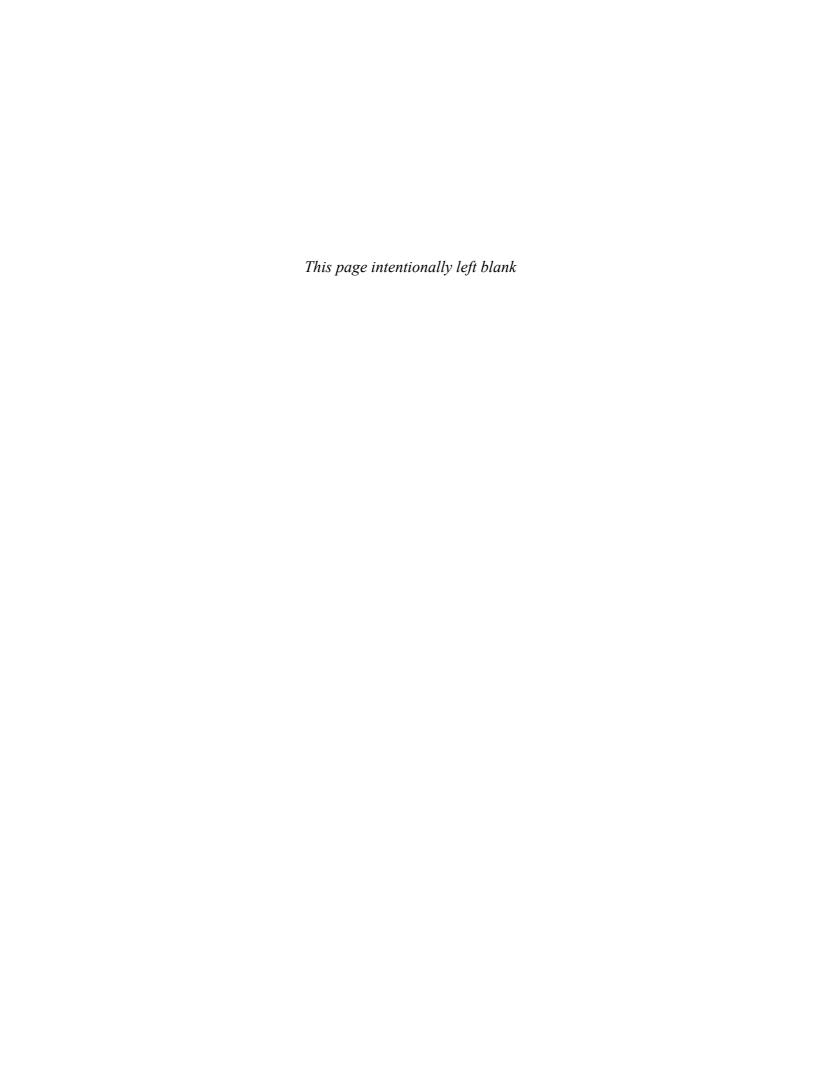
xxi

PART 9: Monetary and Fiscal Policy		The Goals of Monetary Policy	854
		26.2 The Money Market and the Fed's Choice	
Chapter 25: Money, Banks, and the Federal		of Monetary Policy Targets	856
Reserve System	818	Monetary Policy Targets	856
,	0.0	The Demand for Money	856
Washing Dollar Bills to Save the Economy		Shifts in the Money Demand Curve	857
of Zimbabwe	819	How the Fed Manages the Money Supply: A Quick	
25.1 What Is Money, and Why Do We Need It?	820	Review	857
Barter and the Invention of Money	820	Equilibrium in the Money Market	858
The Functions of Money	821	A Tale of Two Interest Rates	859
What Can Serve as Money?	822	Choosing a Monetary Policy Target	860
Making the Connection: Apple Didn't Want	000	The Importance of the Federal Funds Rate	860
My Cash!	823	26.3 Monetary Policy and Economic Activity	861
25.2 How Is Money Measured in the United States	000	How Interest Rates Affect Aggregate Demand	862
Today?	823	The Effects of Monetary Policy on Real GDP	0.63
M1: A Narrow Definition of the Money Supply	824	and the Price Level	862
M2: A Broad Definition of Money	825	Making the Connection: Too Low for Zero:	
Don't Let This Happen to You: Don't Confuse	925	The Fed Tries "Quantitative Easing" and "Operation Twist"	864
Money with Income or Wealth Solved Problem 25.2: The Definitions of	825	"Operation Twist" Can the Fed Eliminate Recessions?	865
M1 and M2	026	Fed Forecasts	866
	826 826		000
What about Credit Cards and Debit Cards?		Making the Connection: Trying to Hit a Moving Target: Making Policy with "Real-Time Data"	867
Making the Connection: Are Bitcoins Money? 25.3 How Do Banks Create Money?	826 827	A Summary of How Monetary Policy Works	868
Bank Balance Sheets	828	Don't Let This Happen to You: Remember That	000
Using T-Accounts to Show How a Bank Can	020	with Monetary Policy, It's the Interest	
Create Money	828	Rates—Not the Money—That Counts	869
The Simple Deposit Multiplier	831	26.4 Monetary Policy in the Dynamic Aggregate	007
Don't Let This Happen to You: Don't Confuse	031	Demand and Aggregate Supply Model*	869
Assets and Liabilities	832	The Effects of Monetary Policy on Real GDP	007
Solved Problem 25.3: Showing How Banks	032	and the Price Level: A More Complete Account	869
Create Money	832	Using Monetary Policy to Fight Inflation	871
The Simple Deposit Multiplier versus the		Solved Problem 26.4: The Effects of Monetary	
Real-World Deposit Multiplier	834	Policy	872
25.4 The Federal Reserve System	835	26.5 A Closer Look at the Fed's Setting of Monetary	
The Establishment of the Federal Reserve		Policy Targets	873
System	835	Should the Fed Target the Money Supply?	873
How the Federal Reserve Manages the Money		Why Doesn't the Fed Target Both the Money	
Supply	837	Supply and the Interest Rate?	874
The "Shadow Banking System" and the Financial		The Taylor Rule	875
Crisis of 2007–2009	839	Inflation Targeting	876
25.5 The Quantity Theory of Money	841	Making the Connection: How Does the	
Connecting Money and Prices: The Quantity		Fed Measure Inflation?	876
Equation	841	26.6 Fed Policies during the 2007-2009 Recession	878
The Quantity Theory Explanation of Inflation	842	The Inflation and Deflation of the Housing	
How Accurate Are Forecasts of Inflation Based		Market Bubble	878
on the Quantity Theory?	842	The Changing Mortgage Market	880
High Rates of Inflation	843	The Role of Investment Banks	880
Making the Connection: The German		Making the Connection: The Wonderful	
Hyperinflation of the Early 1920s	844	World of Leverage	881
Conclusion	845	The Fed and the Treasury Department Respond	882
		Conclusion	883
Chapter 26: Monetary Policy	852	Chapter 27: Fiscal Policy	892
Why Do Businesses Care What the Federal			
Reserve Does?	853	Does Government Spending Create Jobs?	893
26.1 What Is Monetary Policy?	854	27.1 What Is Fiscal Policy?	894

What Fiscal Policy Is and What It Isn't	894	The Effects of Changes in Tax Rates on the Multiplier	932
Automatic Stabilizers versus Discretionary	004	The Multiplier in an Open Economy	933
Fiscal Policy	894		
An Overview of Government Spending and		Chapter 28: Inflation, Unemployment, and	
Taxes	895	Federal Reserve Policy	936
Making the Connection: Is Spending on		•	
Social Security and Medicare a Fiscal		Why Does Parker Hannifin Worry about	
Time Bomb?	897	Monetary Policy?	937
27.2 The Effects of Fiscal Policy on Real GDP		28.1 The Discovery of the Short-Run Trade-off	
and the Price Level	898	between Unemployment and Inflation	938
Expansionary and Contractionary Fiscal Policy	899	Explaining the Phillips Curve with Aggregate	
Don't Let This Happen to You: Don't Confuse		Demand and Aggregate Supply Curves	939
Fiscal Policy and Monetary Policy	900	Is the Phillips Curve a Policy Menu?	940
A Summary of How Fiscal Policy Affects		Is the Short-Run Phillips Curve Stable?	940
Aggregate Demand	900	The Long-Run Phillips Curve	940
27.3 Fiscal Policy in the Dynamic Aggregate		The Role of Expectations of Future Inflation	941
Demand and Aggregate Supply Model	901	Making the Connection: Do Workers Understand	
27.4 The Government Purchases and Tax		Inflation?	942
Multipliers	902	28.2 The Short-Run and Long-Run Phillips Curves	943
The Effect of Changes in the Tax Rate	905	Shifts in the Short-Run Phillips Curve	944
Taking into Account the Effects of		How Does a Vertical Long-Run Phillips Curve	
Aggregate Supply	905	Affect Monetary Policy?	944
The Multipliers Work in Both Directions	906	Making the Connection: Does the Natural Rate	
Solved Problem 27.4: Fiscal Policy Multipliers	906	of Unemployment Ever Change?	946
27.5 The Limits of Using Fiscal Policy to		Solved Problem 28.2: Changing Views of the	
Stabilize the Economy	907	Phillips Curve	947
Does Government Spending Reduce Private		28.3 Expectations of the Inflation Rate and	
Spending?	908	Monetary Policy	947
Crowding Out in the Short Run	908	The Effect of Rational Expectations on Monetary	, 1,
Crowding Out in the Long Run	909	Policy	948
Fiscal Policy in Action: Did the Stimulus Package	707	Is the Short-Run Phillips Curve Really Vertical?	949
of 2009 Succeed?	910	Real Business Cycle Models	950
Making the Connection: Why Was the Recession	710	28.4 Federal Reserve Policy from the 1970s to the	750
of 2007–2009 So Severe?	913	Present	950
27.6 Deficits, Surpluses, and Federal Government	913	The Effect of a Supply Shock on the Phillips Curve	950
Debt	914	Paul Volcker and Disinflation	951
	714	Don't Let This Happen to You: Don't Confuse	931
How the Federal Budget Can Serve as an Automatic Stabilizer	016		953
	916	Disinflation with Deflation	933
Making the Connection: Did Fiscal Policy Fail	017	Solved Problem 28.4: Using Monetary Policy to	0.5.2
during the Great Depression?	917	Lower the Inflation Rate	953
Solved Problem 27.6: The Effect of Economic	010	Alan Greenspan, Ben Bernanke, and the Crisis in	0.5.5
Fluctuations on the Budget Deficit	918	Monetary Policy	955
Should the Federal Budget Always Be Balanced?	918	Making the Connection: The Debate over	0.55
The Federal Government Debt	919	Quantitative Easing	957
Is Government Debt a Problem?	920	Has the Fed Lost Its Independence?	958
27.7 The Effects of Fiscal Policy in the Long Run	920	Conclusion	959
The Long-Run Effects of Tax Policy	920		
Tax Simplification	921	PART 10: The International Economy	
The Economic Effect of Tax Reform	921	TAKE 10: The international Economy	
How Large Are Supply-Side Effects?	922		
Conclusion	923	Chapter 29: Macroeconomics in an Open	
		Economy	966
Appendix: A Closer Look at the Multiplier	930	A Strong Dollar Hunto McDonal Pa Dunfita	067
An Expression for Equilibrium Real GDP	930	A Strong Dollar Hurts McDonald's Profits	967
A Formula for the Government Purchases Multiplier	931	29.1 The Balance of Payments: Linking the	0.00
A Formula for the Tax Multiplier	932	United States to the International Economy	968
The "Balanced Budget" Multiplier	932	The Current Account	968

XXIV DETAILED CONTENTS

The Financial Account	969	Fiscal Policy in an Open Economy	986
The Capital Account	970	Conclusion	987
Why Is the Balance of Payments Always Zero?	971	Objection 20. The International Figure sign	
Don't Let This Happen to You: Don't Confuse		Chapter 30: The International Financial	
the Balance of Trade, the Current Account		System	994
Balance, and the Balance of Payments	971	Volkswagen Deals with Fluctuating Exchange Rates	995
Solved Problem 29.1: Understanding the		30.1 Exchange Rate Systems	996
Arithmetic of the Balance of Payments	972	Don't Let This Happen to You: Remember	
29.2 The Foreign Exchange Market and		That Modern Currencies Are Fiat Money	997
Exchange Rates	973	30.2 The Current Exchange Rate System	997
Making the Connection: Exchange Rate Listings	973	The Floating Dollar	997
Equilibrium in the Market for Foreign Exchange	974	What Determines Exchange Rates in the Long	
How Do Shifts in Demand and Supply Affect the		Run?	998
Exchange Rate?	975	Making the Connection: The Big Mac Theory	,,,
Some Exchange Rates Are Not Determined by the		of Exchange Rates	999
Market	977	Solved Problem 30.2: Calculating Purchasing	
How Movements in the Exchange Rate Affect		Power Parity Exchange Rates Using Big	
Exports and Imports	977	Macs	1000
Making the Connection: Japanese Firms Ride		The Euro	1001
the Yen Roller Coaster	977	Making the Connection: Can the Euro Survive?	1003
Don't Let This Happen to You: Don't Confuse		Pegging against the Dollar	1004
What Happens When a Currency Appreciates		Making the Connection: Why Did Iceland	
with What Happens When It Depreciates	979	Recover So Quickly from the Financial	
Solved Problem 29.2: Why Did Honda Move Some		Crisis?	1008
Production to the United States?	979	International Capital Markets	1009
The Real Exchange Rate	980	Conclusion	1011
29.3 The International Sector and National			
Saving and Investment	980	Appendix: The Gold Standard and the Bretton	
Net Exports Equal Net Foreign Investment	981	Woods System	1016
Domestic Saving, Domestic Investment, and		The Gold Standard	1016
Net Foreign Investment	981	The End of the Gold Standard	1016
Solved Problem 29.3: Arriving at the Saving and		The Bretton Woods System	1017
Investment Equation	982	The Collapse of the Bretton Woods System	1018
29.4 The Effect of a Government Budget Deficit on		·	
Investment	983	Glossary	1022
Making the Connection: Why Is the United States		Company Index	1030
Called the "World's Largest Debtor"?	984		1000
29.5 Monetary Policy and Fiscal Policy in an Open		Subject Index	1033
Economy	986	Credits	1053
Monetary Policy in an Open Economy	986		



FLEXIBILITY **CHART**

The following chart helps you organize your syllabus based on your teaching preferences and objectives:

Core	Optional	Policy
Chapter 1: Economics: Foundations and Models	Chapter 1 Appendix: Using Graphs and Formulas	
Chapter 2: Trade-offs, Comparative Advantage, and the Market System		
Chapter 3: Where Prices Come From: The Interaction of Demand and Supply		
	Chapter 4 Appendix: Quantitative Demand and Supply Analysis	Chapter 4: Economic Efficiency, Government Price Setting, and Taxes
		Chapter 5: Externalities, Environmental Policy, and Public Goods
Chapter 6: Elasticity: The Responsiveness of Demand and Supply		
		Chapter 7: The Economics of Health Care
	Chapter 8: Firms, the Stock Market, and Corporate Governance	
	Chapter 8 Appendix: Tools to Analyze Firms' Financial Information	
Chapter 9: Comparative Advantage and the Gains from International Trade		
	Chapter 10: Consumer Choice and Behavioral Economics	
	Chapter 10 Appendix: Using Indifference Curves and Budget Lines to Understand Consumer Behavior	
Chapter 11: Technology, Production, and Costs	Chapter 11 Appendix: Using Isoquants and Isocost Lines to Understand Production and Cost	
Chapter 12: Firms in Perfectly Competitive Markets		
Chapter 13: Monopolistic Competition: The Competitive Model in a More Realistic Setting		
Chapter 14: Oligopoly: Firms in Less Competitive Markets		
Chapter 15: Monopoly and Antitrust Policy		
	Chapter 16: Pricing Strategy	

Core	Optional	Policy
Chapter 17: The Markets for Labor and Other Factors of Production		
		Chapter 18: Public Choice, Taxes, and the Distribution of Income
Chapter 19: GDP: Measuring Total Production and Income		
Chapter 20: Unemployment and Inflation		
Chapter 21: Economic Growth, the Financial System, and Business Cycles		
Chapter 22: Long-Run Economic Growth: Sources and Policies		
	Chapter 23: Aggregate Expenditure and Output in the Short Run	
	Chapter 23 Appendix: The Algebra of Macroeconomic Equilibrium	
Chapter 24: Aggregate Demand and Aggregate Supply Analysis		
	Chapter 24 Appendix: Macroeconomic Schools of Thought	
Chapter 25: Money, Banks, and the Federal Reserve System		
		Chapter 26: Monetary Policy
	Chapter 27 Appendix: A Closer Look at the Multiplier	Chapter 27: Fiscal Policy
		Chapter 28: Inflation, Unemployment, and Federal Reserve Policy
	Chapter 29: Macroeconomics in an Open Economy	
	Chapter 30: The International Financial System	
	Chapter 30 Appendix: The Gold Standard and the Bretton Woods System	