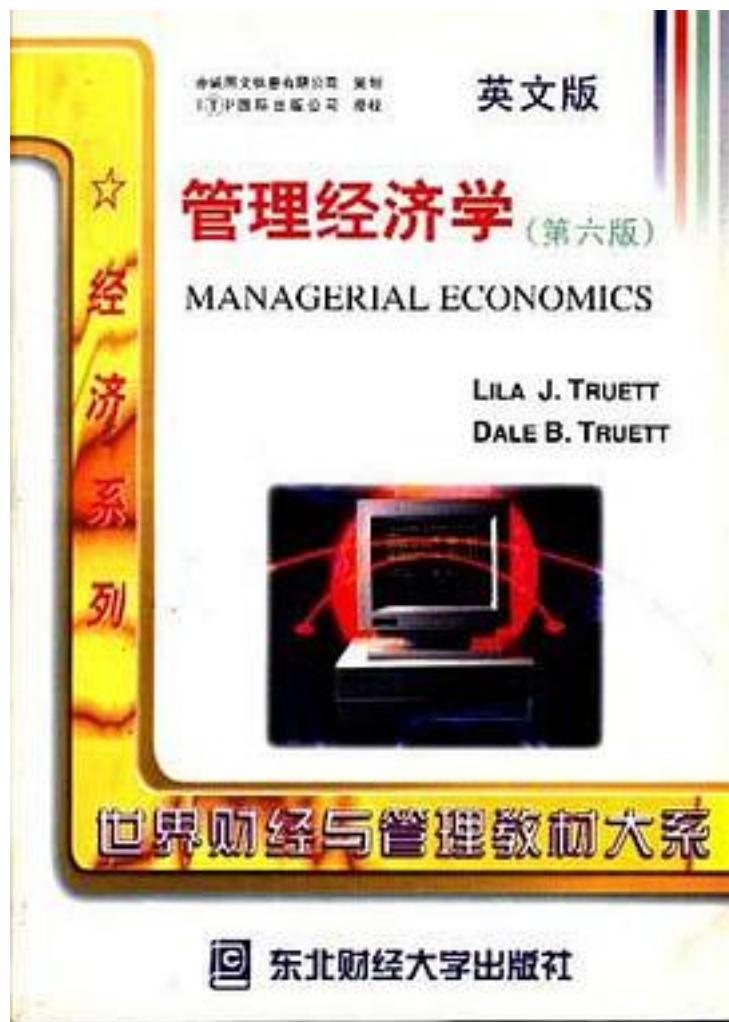


管理经济学:英文



[管理经济学:英文 下载链接1](#)

著者:特鲁特(美)

出版者:东北财经大学出版社

出版时间:1998-03

装帧:精装

isbn:9787810444026

作者介绍:

作者简介

黑拉.J.特鲁特,得克萨斯大学经济学教授。

梅尔.B.特鲁特,得克萨斯大学经济学教授。

目录: CONTENTS

PART I THE FIRM AND ITS ENVIRONMENT

1 Introduction, Environment, and Methodology

Managerial Economics and the Global Economy

Economics and the Management of Organizations

Our Approach to Problem Solving

Organization of This Book

Appendix I Demand, Supply, and Market Price:

A Brief Review

Demand and the Demand Curve

Supply and the Supply Curve

Determination of Market Price

Carryover to Analysis of Other Markets

2 Revenue of the Firm

Advertising, Consumer Demand, and Business Research

The Demand Function

Determinants of Demand

A Note on Determinants of Supply

Elasticity of Demand

Summary

Appendix 2 Theory of Consumer Behavior

Cardinal Utility Approach

Ordinal Utility Theory

Marginal Rate of Substitution

Consumer Equilibrium

Deriving a Demand Curve

3 Topics in Demand Analysis and Estimation

Market Surveys

Demand Estimation with Regression Analysis

Market Experiments

Summary 108

Appendix 3 Linear Regression Analysis 111

The Linear Regression Model and Underlying Assumptions 111

Logarithmic Transformations 129

Summary 132

4 Economic Forecasting

Types of Economic Forecasts

Two Major Kinds of Data

Factors Affecting Economic Variables

Forecasting Methods

Accuracy of Forecasts

Summary

Integrating Case 1A Are There Two Markets
for Microwave Ovens?

Integrating Case 1B Omega Distributing Company 1

PART 2 PRODUCTION, COST, AND PROFIT MAXIMIZATION

5 Theory of Production

The Production Function and the Long Run

Total Product Curves and the Short Run

Summary

Appendix 5 Mathematics of Determining the Least

Cost Combination of Inputs

6 Cost of Production

Types of Costs

Costs in the Long Run

Costs in the Short Run

Relationship of Short-Run Cost Curves to Short-Run

Product Curves

Relation of Short-Run to Long-Run Average Costs

The Learning Effect

Economies of Scope

Choosing the Optimal Plant Size: An Example

Estimation of Cost

Summary

International Capsule I Some International Dimensions

of Demand, Production, and Cost

The Basis for International Trade

Payment for Exports

The Problem of Trade Barriers

7 Profit Analysis of the Firm

Profit Maximization

Shut-Down Point

Break-Even Analysis

Profit Maximization versus Break-Even Analysis

Incremental Profit Analysis

Summary

8 Linear Programming and the Firm

Relationship between Linear Programming and

Calculus Techniques

The Primal Program

The Dual Program

Activity Analysis: One Product

Summary

Integrating Case 2A Frontier Concrete Products Company

Integrating Case 2B Shanghai Magnificent Harmony

Foundry I

PART 3 MARKETS AND THE BEHAVIOR OF THE FIRM

9 Perfect Competition and Monopoly: The Limiting Cases

Perfect Competition and Its Setting

Monopoly and Its Setting

Summary

10 Monopolistic Competition, Oligopoly, and Rivalrous

Market Structures

Monopolistic Competition: A Case of Many Firms

Duopoly: An Oligopoly with Two Firms

The Question of Entry

The Kinked Oligopoly Demand Curve: Price Rigidity

without Collusion

Tacit Collusion and Price Leadership

Perfect Collusion--The Cartel
Production with Multiple Plants

Summary

Appendix 10 Game Theory in Oligopoly Analysis

11 Selected Topics in Pricing and Profit Strategy

Markup Pricing

Decisions Involving Multiple Products

Price Discrimination

Two-Part Pricing (Access Fees)

Bundling

Alternatives to Profit Maximization

Summary

Appendix 11A Transfer Pricing with a Less-Than-Perfectly

Competitive Market for the Intermediate Product

Appendix 11B Mathematics of Price Discrimination

Solution Procedure If Discrimination Is Permitted

Solution Procedure If Discrimination Is Not Permitted

International Capsule 11 Markets and Pricing Strategy

in International Trade

Market Segmentation in International Trade

The Problem of Dumping

Webb-Pomerene and Export Trading Companies

The Effects of Trade Restrictions on Prices

International Transfer Pricing

12 Factor Markets and Profit-Maximizing Employment
of Variable Inputs

Profit-Maximizing Employment of One Variable Input

Determination of Equilibrium Prices for Inputs:

Perfect Competition in the Input Market

Determination of Equilibrium Prices for Inputs:

Monopsony in the Input Market

Determination of Equilibrium Prices for Inputs:

Bilateral Monopoly in the Input Market

Summary

Integrating Case 3A German-American Metals Corporation

Integrating Case 3B Bonco, Incorporated: A Firm in Transition

Integrating Case 3C A Hare-Raising Decision

Integrating Case 3D Omega Distributing Company 11

13 Fundamentals of Project Evaluation

Capital Budgeting and Project Analysis

Costs in New Undertakings

Stream of Receipts or Returns

A Simple Capital Project Analysis

Project Yield or Rate of Return

Project Ranking in Capital Budgeting Analysis

Cost of Capital and the Discount Rate

Summary

Appendix 13 Compounding and Discounting

Compound Interest

Present Value and Discounting

Annuities

14 Risk in Project Analysis

Certainty versus Risk

Risk in Economic Analysis

Risk-Return Indifference Curves
Probability and Uncertainty
Application of Probability Analysis to Risk
Evaluating Risky Streams of Receipts
Probability Approach to Multiple Project Altemahves
Acceptable Shortcuts to Risk Analysis
Risk Adjustment in Practice
Externallities and Their Nature
An Example of Internalization
Summary
International Capsule III Project Analysis in a Multinational
Setting
International Dimensions of Project Analysis
Example of a Foreign Project
Integrating Case 4A A "Guaranteed" Foreign Investment
Proposal I
Proposal II
Integrating Case 4B Shanghai Magnificent Hannony
Foundry II
15 Economics of Public Sector Decisions
Micro- versus Macroeconomics in Public Sector Analysis
The Public Sector's Product
Resource Allocation and the Supply of Public Goods
Cost-Benefit Analysis: A Procedural Outline
Public Investment and the Discount Rate
Cost-Benefit Analysis and Divergent Public Objectives
Pitfalls of Cost-Benefit Analysis
The Future of Cost-Benefit Analysis
Summary
16 Legal and Regulatory Environment of the Firm
Managers and the Law
Types of Law Affecting the Firm
Antitrust and Business Practices Laws
Administrative Agencies and the Law
The Regulated Industries
Whose Interests Do Regulators Serve?
Regulation of "Unregulated Industries'
Laws, Regulations, and the Firm's Strategy
Summary
17 The Firm and the Future
Regulation, Deregulation, and Privatization
Developing Countries and the Eastern Bloc
Social Costs and "Accountability"
Structure and Organization of Firms
Economics and Tomorrow's Manager
Integrating Case 5 Bayville Convention Center
Appendix A Mathematical Appendix
Appendix B Interest Factor Tables
Appendix C Answers to Selected Odd-Numbered Problems
Glossary
Index
• • • • • (收起)

[管理经济学:英文 下载链接1](#)

标签

评论

[管理经济学:英文 下载链接1](#)

书评

[管理经济学:英文 下载链接1](#)