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Thought-provoking and accessible in approach, this updated and expanded second edition of the Microeconomics Demystified: A Self-Teaching Guide provides a user-friendly introduction to the subject. Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for advanced graduate-level students. We hope you find this book useful in shaping your future career. Feel free to send us your enquiries related to our publications to info@risepress.pw Rise Press

Become a master of macroeconomics (without formal economics training). Do you really understand how the business cycle, fiscal policy, and other broad-based economic concepts affect your income, investments, and bank account? Macroeconomics Demystified will make sure you do, providing you with a concise yet detailed introduction to the macroeconomic principles and policies that regularly impact your professional life and financial status. This unique, hands-on guide uses clear graphs, succinct explanations, and practical examples--along with chapter-ending quizzes and two 60-question final exams--to help you easily grasp this vital and fascinating topic. From fundamental concepts like supply and demand to ways in which government fiscal policy can help or hurt the stock market, it provides a crystal-clear picture of classic macroeconomic concepts and principles and their often unseen influence on everyday life. Simple enough for a beginner, yet detailed enough for a college student, Macroeconomics Demystified is your clearest and most direct route to understanding macroeconomics. Here ' s everything you need to understand: Basics--The circular flow model, aggregate supply and aggregate demand, money and the federal reserve system, the money market, global economics Goals--Requirements to achieve economic growth, full employment GDP, tools for maintaining price stability Models--the classical model, the Keynesian model, and the monetarist model Policy--Uses of fiscal policy to achieve macroeconomic goals, rules required for effective monetary policy

All the information you need--quick, easy, and ON THE MONEY ECON. Do these letters make you sweat? You ' re not alone. From college freshmen to PhD students, economics tops the list of panic-inducing classes. But help has arrived. Economics DeMYSTiFieD is a curriculum-based, self-teaching guide that makes learning this important business topic easier than ever. Filled with illustrations, plain-English explanations, and real-life examples, it starts with the fundamentals and eases you into the more complicated theories, concepts, and mathematical formulas. When it comes to making this complex topic easy to grasp, Economics DeMYSTiFieD corners the market. This fast and easy guide features: Expert overviews of key topics, including supply and demand, macro- and microeconomics, consumer price index, and monetary policy Chapter-ending quizzes and a final exam for charting your progress Math equations you can work out to bolster your comprehension Special-focus chapters on the environment, healthcare, and insurance Simple enough for a beginner, but challenging enough for an advanced student, Economics DeMYSTiFieD is your shortcut to mastery of this otherwise perplexing subject.

Your one-stop guide to understanding Microeconomics Microeconomics For Dummies (with content specific to theUK reader) is designed to help you understand the economics of individuals. Using concise explanations and accessible content that tracks directly to an undergraduate course, this book provides a student-focused course supplement with an in-depth examination of each topic. This invaluable companion provides clear information and real-world examples that bring microeconomics to life and introduces you to all the key concepts. From supply and demand to market competition, you'll understand how the economy works on an individual level, and how it affects you every day. Before long, you'll be conversant in consumers, costs, and competition. Microeconomics is all about the behaviour of individual people and individual firms. It sounds pretty straightforward, but it gets complicated early on. You may not be an economist, but if you're a business student at university, the odds are you need to come to grips with microeconomics. That's where Microeconomics For Dummies comes in, walking you through the fundamental concepts and giving you the understanding you need to master the material. Understand supply, demand, and equilibrium Examine the consumer decision making process Delve into elasticity and costs of production Learn why competition is healthy and monopolies are not Even the brightest business students can find economics intimidating, but the material is essential to a solid grasp of how the business world works. The good news is that you've come to the right place.

This book introduces students to the growing research field of health economics. Rather than offer details about health systems around the world without providing a theoretical context, Health Economics combines economic concepts with empirical evidence to enhance readers' economic understanding of how health care institutions and markets function. It views the subject in both microeconomic and macroeconomic terms, moving from the individual and firm level to the market level to a macroeconomic view of the role of health and health care within the economy as a whole. The book includes discussion of recent empirical evidence on the U.S. health system and can be used for an undergraduate course on U.S. health economics. It also contains sufficient material for an undergraduate or masters course on global health economics, or for a course on health economics aimed at health professionals. It includes a chapter on nurses as well as a chapter on the economics of hospitals and pharmaceuticals, which can be used in master's courses for students in these fields. It supplements its analysis with readings (both classic and current), extensive references, links to Web sites on policy developments and public programs, review and discussion questions, and exercises. Downloadable supplementary material for instructors, including solutions to the exercise sets, sample syllabuses, and more than 600 slides that can be used for class presentations, is available at http://mitpress.mit.edu/health\_economics. A student solutions manual with answers to the odd-numbered exercises is also available.

Find all of the following topics, explained in plain-English: Introduction: What is Economics? Not a Perfect Model Microeconomics vs. Macroeconomics 1. Maximizing Utility Decreasing Marginal Utility Opportunity Costs 2. Evaluating Production Possibilities Production Possibilities Frontiers Absolute and Comparative Advantage 3. Demand Determinants of Demand Elasticity of Demand Change in Demand vs. Change in Quantity Demanded 4. Supply Determinants of Supply Elasticity of Supply Change in Supply vs. Change in Quantity Supplied 5. Market Equilibrium How Market Equilibrium is Reached The Effect of Changes in Supply and Demand 6. Government Intervention Price Ceilings and Price Floors Taxes and Subsidies 7. Costs of Production Marginal Cost of Production Fixed vs. Variable Costs Short Run vs. Long Run Sunk Costs Economic Costs vs. Accounting Costs 8. Perfect Competition Firms Are Price Takers Making Decisions at the Margin Consumer and Producer Surplus 9. Monopoly Market Power Deadweight Loss with a Monopoly Monopolies and Government 10. Oligopoly Collusion Cheating the Cartel Government Intervention in Oligopolies 11. Monopolistic Competition Competing via Product Differentiation Loss of Surplus with Monopolistic Competition Conclusion: The Insights and Limitations of Economics

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Each chapter deals with a different technique from which we can best represent and make explicit the forms of knowledge used by designers. The book explores whether design knowledge is special, and attempts to get to the root of where design knowledge comes from. Crucially, it focuses on how designers use drawings in communicating their ideas and how they ' converse ' with them as their designs develop. It also shows how experienced designers use knowledge differently to novices suggesting that design ' expertise ' can be developed. Overall, this book builds a layout of the kinds of skill, knowledge and understanding that make up what we call designing.