

#### Preface xxxi

CHAPTER 1 The Big Ideas.....1 Big Idea One: Incentives Matter 2 Big Idea Two: Good Institutions Align Self-Interest with the Social Interest 2 Big Idea Three: Trade-offs Are Everywhere 3 **Opportunity Cost** 4 Big Idea Four: Thinking on the Margin 5 Big Idea Five: The Power of Trade 5 Big Idea Six: The Importance of Wealth and Economic Growth 6 Big Idea Seven: Institutions Matter 7 Big Idea Eight: Economic Booms and Busts Cannot Be Avoided but Can Be Moderated 8 Big Idea Nine: Inflation Is Caused by Increases in the Supply of Money 9 Big Idea Ten: Central Banking Is a Hard Job 9 The Biggest Idea of All: Economics Is Fun 10 Chapter Review 11 **Marginal Revolution University Videos** 12

Trade and Preferences 13 Specialization, Productivity, and the Division of Knowledge 14 Comparative Advantage 15 The Production Possibility Frontier 16 Opportunity Costs and Comparative Advantage 16 Comparative Advantage and Wages 19 Adam Smith on Trade 21 Trade and Globalization 21 Takeaway 21 Chapter Review 22 Work It Out 25 Marginal Revolution University Videos 27

Part I: Supply and Demand
CHAPTER 3 Supply and Demand29
The Demand Curve for Oil 29
Consumer Surplus 32
What Shifts the Demand Curve? 33
Important Demand Shifters 33
The Supply Curve for Oil 36
Producer Surplus 39
What Shifts the Supply Curve? 40
Important Supply Shifters 40
Takeaway 44
Chapter Review 45
Work It Out 49
Marginal Revolution University Videos 49
CHAPTER 4 Equilibrium
Equilibrium and the Adjustment Process 51
Who Competes with Whom? 53
A Free Market Maximizes Producer Plus Consumer Surplus (the Gains
from Trade) 53
Does the Model Work? Evidence from the Laboratory 56
Shifting Demand and Supply Curves 58
Terminology: Demand Compared with Quantity Demanded and Supply Compared with Quantity Supplied 61
Understanding the Price of Oil 62
Takeaway 64
Chapter Review 65
Work It Out 70
Marginal Revolution Videos and Problems 70
CHAPTER 5 Elasticity and Its Applications71
The Elasticity of Demand 71
Determinants of the Elasticity of Demand 72
Calculating the Elasticity of Demand 74
Total Revenues and the Elasticity of Demand 76
Applications of Demand Elasticity 78
How American Farmers Have Worked Themselves Out of a Job 78
Why the War on Drugs Is Hard to Win 79 The Elasticity of Supply 81
Determinants of the Elasticity of Supply 82
Calculating the Elasticity of Supply 83

Applications of Supply Elasticity 84
Gun Buyback Programs 84
The Economics of Slave Redemption 86
Using Elasticities for Quick Predictions (Optional) 89
How Much Would the Price of Oil Fall If the Arctic National Wildlife Refuge Were Opened Up for Drilling? 89
Takeaway 90
Chapter Review 91
Work It Out 95
Marginal Revolution University Videos 96
CHAPTER 5 APPENDIX
Other Types of Elasticities 97
The Cross-Price Elasticity of Demand 97
The Income Elasticity of Demand 97
CHAPTER 6 Taxes and Subsidies99
Commodity Taxes 100
Who Ultimately Pays the Tax Does Not Depend on Who Writes the Check 100
Who Ultimately Pays the Tax Depends on the Relative Elasticities of Supply and Demand 102
The Wedge Shortcut 103
Health Insurance Mandates and Tax Analysis 104
Who Pays the Cigarette Tax? 105
A Commodity Tax Raises Revenue and Reduces the Gains from Trade (Creates a Deadweight Loss) 106
Elasticity and Deadweight Loss 108
Subsidies 109
King Cotton and the Deadweight Loss of Water Subsidies 110 Wage Subsidies 111
Takeaway 112
Chapter Review 113
Work It Out 118
Marginal Revolution University Videos 118
Part 2: The Price System
<b>CHAPTER 7</b> The Price System: Signals, Speculation,
and Prediction119
Markets Link the World 119

Markets Link to One Another 120

From Oil to Candy Bars and Brick Driveways 120

Solving the Great Economic Problem 121

A Price Is a Signal Wrapped Up in an Incentive 124 Speculation 125 Signal Watching 128 Prediction Markets 128 130 Takeaway **Chapter Review** 131 Work It Out 135 Marginal Revolution University Videos 135 CHAPTER 8 Price Ceilings and Floors......137 Price Ceilings 137 Shortages 138 Reductions in Quality 138 Wasteful Lines and Other Search Costs 139 Lost Gains from Trade (Deadweight Loss) 141 Misallocation of Resources 142 The End of Price Ceilings 146 Does UBER Price Gouge? 147 Rent Controls (Optional Section) 148 Shortages 148 Reductions in Product Quality 149 Wasteful Lines, Search Costs, and Lost Gains from Trade 150 Misallocation of Resources 151 Rent Regulation 151 Arguments for Price Ceilings 151 Universal Price Controls 152 Price Floors 153 Surpluses 154 Lost Gains from Trade (Deadweight Loss) 155 Wasteful Increases in Quality 156 The Misallocation of Resources 158 Takeaway 158 **Chapter Review** 159 Work It Out 165 Marginal Revolution University Videos 166 CHAPTER 9 International Trade ......167 Analyzing Trade with Supply and Demand 167 Analyzing Tariffs with Demand and Supply 168 The Costs of Protectionism 169 Winners and Losers from Trade 172

Arguments Against International Trade 173 Trade and Jobs 173 Child Labor 174 Trade and National Security 176 Key Industries 177 Strategic Trade Protectionism 177 Takeaway 178 Chapter Review 178 Work It Out 182 Marginal Revolution University Videos 182

External Costs, External Benefits, and Efficiency 184 External Costs 185 External Benefits 187 Private Solutions to Externality Problems 189 Government Solutions to Externality Problems 190 Command and Control 191 Tradable Allowances 192 Comparing Tradable Allowances and Pigouvian Taxes—Advanced Material 194 Takeaway 196 **Chapter Review** 197 Work It Out 201 Marginal Revolution University Videos 201

### Part 3: Firms and Factor Markets

CHAPTER 11 Costs and Profit Maximization Under Competition ......203
What Price to Set? 203
Maximizing Profits 205

Ignore Sunk Costs and Ignore Fixed Costs in the Short Run 205
Don't Ignore Opportunity Costs 206

What Quantity to Produce? 207
Profits and the Average Cost Curve 210
Entry, Exit, and Shutdown Decisions 212

The Short-Run Shutdown Decision 213

Entry, Exit, and Industry Supply Curves 215

Increasing Cost Industries 217
A Special Case: The Decreasing Cost Industry 220
Industry Supply Curves: Summary 221

Takeaway221Chapter Review222Work It Out228Marginal Revolution University Videos229CHAPTER 11 APPENDIXUsing Excel to Graph Cost Curves230

CHAPTER 12 Competition and the Invisible Hand ......233 Invisible Hand Property 1: The Minimization of Total Industry Costs of Production 233 Invisible Hand Property 2: The Balance of Industries 236 Creative Destruction 237 The Invisible Hand Works with Competitive Markets 238 Takeaway 239 Chapter Review 239 Work It Out 242 Marginal Revolution University Videos 242 Market Power 243 How a Firm Uses Market Power to Maximize Profit 244 The Elasticity of Demand and the Monopoly Markup 247 The Costs of Monopoly: Deadweight Loss 249 The Costs of Monopoly: Corruption and Inefficiency 250 The Benefits of Monopoly: Incentives for Research and Development 251 Patent Buyouts—A Potential Solution? 252 Sources of Market Power 253 Regulating Monopoly 255 Price Controls 255 Government Ownership 257 Antitrust Law and Merger Policy 259 Takeaway 260 Chapter Review 261 Work It Out 266 Marginal Revolution University Videos 267 CHAPTER 14 Price Discrimination and Pricing Strategy......269 Price Discrimination 269 Preventing Arbitrage 271 Price Discrimination Is Common 272

Universities and Perfect Price Discrimination 274

Is Price Discrimination Bad? 276 Why Misery Loves Company and How Price Discrimination Helps to Cover Fixed Costs 277 Tying and Bundling 278 Tying 278 Bundling 279 Bundling and Cable TV 280 Takeaway 281 Chapter Review 282 Work It Out 286 Marginal Revolution University Videos 286 **CHAPTER 14 APPENDIX** Solving Price Discrimination Problems with Excel (Advanced Section) 287 Cartels 292 The Incentive to Cheat 293 No One Wins the Cheating Game 295 The Prisoner's Dilemma 296 The Prisoner's Dilemma and Repeated Interaction 296 The Prisoner's Dilemma Has Many Applications 298 Oligopolies 299 When Are Cartels and Oligopolies Most Successful? 300 Government Policy Toward Cartels and Oligopolies 301 Government-Supported Cartels 301 Business Strategy and Changing the Game 302 The Danger of Price Matching Guarantees 302 The High Price of Loyalty 304 Other Ways of Changing the Game 305 Takeaway 305 Chapter Review 306 Work It Out 312 **CHAPTER 15 APPENDIX** Nash Equilibrium 313 Marginal Revolution University Videos 316 **CHAPTER 16** Competing for Monopoly: The Economics of Network Goods.....

Network Goods Are Usually Sold by Monopolies or Oligopolies 318 The "Best" Product May Not Always Win 318 Competition Is "For the Market" Instead of "In the Market" 320 Limiting Contestability with Switching Costs 321 Antitrust and Network Goods 321 Music Is a Network Good 322 Takeaway 323 Chapter Review 323 Work It Out 326

Sources of Product Differentiation 330 The Monopolistic Competition Model 331 Is Monopolistic Competition Inefficient? 332 The Economics of Advertising 334 Informative Advertising 334 Advertising as Signaling 335 Advertising Changes Our Tastes 335 Advertising Lowers the Price of Many Products 336 336 Takeaway Chapter Review 337 Work It Out 339 Marginal Revolution Videos and Problems 339

The Demand for Labor and the Marginal Product of Labor 341 Supply of Labor 343 Labor Market Issues 345 Why Do Janitors in the United States Earn More Than Janitors in India Even When They Do the Same Job? 345 Human Capital 346 Compensating Differentials 348 Do Unions Raise Wages? 351 How Bad Is Labor Market Discrimination, or Can Lakisha Catch a Break? 352 Statistical Discrimination 352 Preference-Based Discrimination 353 Discrimination by Government 356 Why Discrimination Isn't Always Easy to Identify 357 Takeaway 358 Chapter Review 359 Work It Out 364 Marginal Revolution University Videos 365

## Part 4: Government

Four Types of Goods 368 Private Goods and Public Goods 369 Club Goods 371 The Peculiar Case of Advertising 371 Common Resources and the Tragedy of the Commons 372 Happy Solutions to the Tragedy of the Commons 374 376 Takeawau **Chapter Review** 376 Work It Out 382 Marginal Revolution University Videos 382 **CHAPTER 19 APPENDIX** The Tragedy of the Commons: How Fast? 383 Voters and the Incentive to Be Ignorant 386 Why Rational Ignorance Matters 387

Special Interests and the Incentive to Be Informed 387

A Formula for Political Success: Diffuse Costs, Concentrate Benefits 389

Voter Myopia and Political Business Cycles 391

Two Cheers for Democracy 393 The Median Voter Theorem 394 Democracy and Nondemocracy 396

Democracy and Famine 397

Democracy and Growth 399

Takeaway 400 Chapter Review 401 Work It Out 406

Marginal Revolution University Videos 407

CHAPTER 21 Economics, Ethics, and Public Policy ......409
The Case for Exporting Pollution and Importing Kidneys 410
Exploitation 411
Meddlesome Preferences 412
Fair and Equal Treatment 413
Cultural Goods and Paternalism 413
Poverty, Inequality, and the Distribution of Income 414
Rawls's Maximin Principle 414
Utilitarianism 415
Robert Nozick's Entitlement Theory 416

Who Counts? Immigration 418 Economic Ethics 419 Takeaway 420 Chapter Review 420 Work It Out 423

# **Part 5:** Decision Making for Businesses, Investors, and Consumers

Passive vs. Active Investing 445 Why Is It Hard to Beat the Market? 447 How to Really Pick Stocks, Seriously 449 Diversify 449 Avoid High Fees 451 Compound Returns Build Wealth 452 The No-Free-Lunch Principle, or No Return Without Risk 453 Other Benefits and Costs of Stock Markets 455 Bubble, Bubble, Toil, and Trouble 456 Takeaway 457 Chapter Review 458 Work It Out 460 Marginal Revolution Videos and Problems 460 CHAPTER 24 Asymmetric Information: Moral Hazard and Moral Hazard 462 Overcoming Moral Hazard by Providing More Information 463

Overcoming Moral Hazard by Creating Better Incentives 465

Adverse Selection 466 Adverse Selection in Health Insurance 468 Signaling as a Response to Asymmetric Information 471 Signaling in the Job Market 472 Signaling in Dating, Marriage, and the Animal Kingdom 473 Is Signaling Good? 474 Takeaway 475 Chapter Review 476 Work It Out 479 Marginal Revolution University Videos 480 CHAPTER 25 Consumer Choice......481 How to Compare Apples and Oranges 481 The Demand Curve 484 The Budget Constraint 485 Preferences and Indifference Curves 487 Optimization and Consumer Choices 489 The Income and Substitution Effects 492 Applications of Income and Substitution Effects 493 Losing Your Ticket 493 How Much Should Costco Charge for Membership? 494 Labor Supply 494 Labor Supply and Welfare Programs 496 Takeaway 499 Chapter Review 500 Work It Out 504 Marginal Revolution University Videos 504

#### Part 6: Economic Growth

The Many Ways of Splitting GDP 514 The National Spending Approach: Y = C + I + G + (Exports - Imports) 514The Factor Income Approach: Y = Employee Compensation + Rent + Interest +Profit 516 Why Split? 517 Problems with GDP as a Measure of Output and Welfare 518 GDP Does Not Count the Underground Economy 518 GDP Does Not Count Nonpriced Production 518 GDP Does Not Count Bads: Environmental Costs 519 GDP Does Not Count the Health of Nations 520 GDP Does Not Measure the Distribution of Income 521 Takeaway 522 **Chapter Review** 522 Work It Out 527 **Marginal Revolution University Videos** 527

**CHAPTER 27** The Wealth of Nations and Economic Growth ......529 Key Facts About the Wealth of Nations and Economic Growth 530 Fact One: GDP per Capita Varies Enormously Among Nations 530 Fact Two: Everyone Used to Be Poor 531 Fact Three: There Are Growth Miracles and Growth Disasters 533 Summarizing the Facts: Good and Bad News 535 Understanding the Wealth of Nations 535 The Factors of Production 535 Incentives and Institutions 537 Institutions 539 The Ultimate Causes of the Wealth of Nations 543 Takeaway 545 Chapter Review 545 Work It Out 550 Marginal Revolution University Videos 551 **CHAPTER 27 APPENDIX** The Magic of Compound Growth Using a Spreadsheet 552 CHAPTER 28 Growth, Capital Accumulation, and the Economics of Ideas: Catching Up vs. the Cutting Edge......555 The Solow Model and Catching-Up Growth 556 Capital, Production, and Diminishing Returns 557 Capital Growth Equals Investment Minus Depreciation 559 Why Capital Alone Cannot Be the Key to Economic Growth 560 Human Capital 562

From Capital Accumulation to Catching-Up Growth 562

The Investment Rate and Conditional Convergence 563 The Solow Model and an Increase in the Investment Rate 563 The Solow Model and Conditional Convergence 565 New Ideas and Cutting-Edge Growth 566 Better Ideas Drive Long-Run Economic Growth 567 Solow and the Economics of Ideas in One Diagram 568 The Economics of Ideas 569 Research and Development Is Investment for Profit 569 Spillovers, and Why There Aren't Enough Good Ideas 571 Government's Role in the Production of New Ideas 572 Market Size and Research and Development 573 The Future of Economic Growth 573 Takeaway 575 **Chapter Review** 576 Work It Out 581 Marginal Revolution University Videos 582 **CHAPTER 28 APPENDIX** Excellent Growth 583

**CHAPTER 29** Saving, Investment, and the Financial System ......587 The Supply of Savings 588 Individuals Want to Smooth Consumption 588 Individuals Are Impatient 589 Marketing and Psychological Factors 590 The Interest Rate 590 The Demand to Borrow 591 Individuals Want to Smooth Consumption 591 Borrowing Is Necessary to Finance Large Investments 592 The Interest Rate 593 Equilibrium in the Market for Loanable Funds 594 Shifts in Supply and Demand 594 The Role of Intermediaries: Banks, Bonds, and Stock Markets 596 Banks 596 The Bond Market 597 The Stock Market 600 What Happens When Intermediation Fails? 601 Insecure Property Rights 602 Controls on Interest Rates 602 Politicized Lending and Government-Owned Banks 603 Bank Failures and Panics 604

The Financial Crisis of 2007–2008: Leverage, Securitization, and Shadow Banking 604 Leverage 604 Securitization 606 The Shadow Banking System 607 Takeaway 610 Chapter Review 610 Work It Out 614 Marginal Revolution University Videos 615 CHAPTER 29 APPENDIX Bond Pricing and Arbitrage 616 Bond Pricing with a Spreadsheet 619

#### Part 7: Business Fluctuations

Defining Unemployment 623 How Good an Indicator Is the Unemployment Rate? 623 Frictional Unemployment 625 Structural Unemployment 627 Labor Regulations and Structural Unemployment 628 Labor Regulations to Reduce Structural Unemployment 633 Factors That Affect Structural Unemployment 634 Cyclical Unemployment 634 The Natural Unemployment Rate 637 Labor Force Participation 638 Lifecycle Effects and Demographics 638 Incentives 639 Takeaway 643 Chapter Review 643 Work It Out 647 Marginal Revolution University Videos 648

Inflation Interacts with Other Taxes 664 Inflation Is Painful to Stop 664 Takeaway 665 **Chapter Review** 666 Work It Out 669 Marginal Revolution University Videos 669 CHAPTER 32 Business Fluctuations: Aggregate Demand The Aggregate Demand Curve 673 Shifts in the Aggregate Demand Curve 675 The Long-Run Aggregate Supply Curve 676 Shifts in the Long-Run Aggregate Supply Curve 676 Real Shocks 678 Oil Shocks 679 More Shocks 681 Aggregate Demand Shocks and the Short-Run Aggregate Supply Curve 682 Short-Run Aggregate Supply Curve 682 The Long Run 684 Shocks to the Components of Aggregate Demand 687 A Shock to  $\overrightarrow{C}$  687 Why Changes in  $\vec{v}$  Tend to Be Temporary 688 Other AD Shocks 688 Understanding the Great Depression: Aggregate Demand Shocks and Real Shocks 690 Aggregate Demand Shocks and the Great Depression 690 Real Shocks and the Great Depression 692 Takeaway 693 **Chapter Review** 694 Work It Out 698 Marginal Revolution University Videos 699

CHAPTER 33 Transmission and Amplification Mechanisms......701 Intertemporal Substitution 701 Uncertainty and Irreversible Investments 703 Labor Adjustment Costs 704 Time Bunching 705 Collateral Damage 706 Takeaway 709 Chapter Review 709 Work It Out 713 Marginal Revolution University Videos 713 CHAPTER 33 APPENDIX Business Fluctuations and the Solow Model 714

## Part 8: Macroeconomic Policy and Institutions

CHAPTER 34 The Federal Reserve System and Open Market Operations717
What Is the Federal Reserve System? 717
The U.S. Money Supplies 718
Fractional Reserve Banking, the Reserve Ratio, and the Money Multiplier 720
How the Fed Controls the Money Supply 722
Open Market Operations 722
Payment of Interest on Reserves 725
The Federal Reserve Is the Lender of Last Resort 726
Revisiting Aggregate Demand and Monetary Policy 729
Who Controls the Fed? 731
Takeaway 732
Chapter Review 733
Work It Out 737
Marginal Revolution University Videos 737
CHAPTER 34 APPENDIX
The Money Multiplier Process in Detail 738
CHAPTER 35 Monetary Policy741
Monetary Policy: The Best Case 741
Reversing Course and Engineering a Decrease in AD 743
The Fed as Manager of Market Confidence 745
The Negative Real Shock Dilemma 746
When the Fed Does Too Much 749
Dealing with Asset Price Bubbles 751
Rules vs. Discretion 752
Takeaway 754

Chapter Review 754 Work It Out 763

Marginal Revolution University Videos 764

**CHAPTER 36** The Federal Budget: Taxes and Spending......765 Tax Revenues 765 The Individual Income Tax 766 Social Security and Medicare Taxes 769 The Corporate Income Tax 769 The Bottom Line on the Distribution of Federal Taxes 770 State and Local Taxes 771

Spending 771 Social Security 772 Defense 774 Medicare and Medicaid 774 Unemployment Insurance and Welfare Spending 775 Everything Else 775 Is Government Spending Wasted? 776 The National Debt, Interest on the National Debt, and Deficits 777 Will the U.S. Government Go Bankrupt? 779 The Future Is Hard to Predict 780 Revenues and Spending Undercount the Role of Government in the Economy 781 Takeaway 782 **Chapter Review** 783 Work It Out 788 Marginal Revolution University Videos 788 Why Should Fiscal Policy Work? 789 What Determines the Size of the Multiplier? 791 So How Big Is the Multiplier? 794 Limits to Fiscal Policy: Magnitude 795 Timing 796 Government Spending vs. Tax Cuts as Expansionary Fiscal Policy 797 Fiscal Policy Does Not Work Well to Combat Real Shocks 799 When Fiscal Policy Might Make Matters Worse 800 So When Is Fiscal Policy a Good Idea? 802 Takeaway 803 Chapter Review 803 Work It Out 809 Marginal Revolution University Videos 810

#### Part 9: International Economics

Two Sides, One Coin 815 The Bottom Line on the Trade Deficit 817 What Are Exchange Rates? 818 Exchange Rate Determination in the Short Run 818 Exchange Rate Determination in the Long Run 821 How Monetary and Fiscal Policy Affect Exchange Rates and How Exchange Rates Affect Aggregate Demand 824 Monetary Policy 824 Fiscal Policy 826 Fixed vs. Floating Exchange Rates 827 The Problem with Pegs 828 What Are the IMF and the World Bank? 829 International Monetary Fund 829 The World Bank 829 Takeaway 830 Chapter Review 831 Work It Out 836 Marginal Revolution University Videos 836 APPENDIX A Reading Graphs and Making Graphs......A-1

Glossary G-1

References R-1

Index I-1