## **Brief Contents**

PART I	Introduction to Economics 36
Chapter 1	The Principles and Practice of Economics 36
Chapter 2	Economic Methods and Economic Questions 54
Chapter 3	Optimization: Doing the Best You Can 76
Chapter 4	Demand, Supply, and Equilibrium 92
PART II	Foundations of Microeconomics 120
Chapter 5	Consumers and Incentives 120
Chapter 6	Sellers and Incentives 148
Chapter 7	Perfect Competition and the Invisible Hand 178
Chapter 8	Trade 206
Chapter 9	Externalities and Public Goods 234
Chapter 10	The Government in the Economy: Taxation and Regulation 264
Chapter 11	Markets for Factors of Production 294
PART III	Market Structure 318
Chapter 12	Monopoly 318
Chapter 13	Game Theory and Strategic Play 344
Chapter 14	Oligopoly and Monopolistic Competition 368
PART IV	Extending the Microeconomic Toolbox 394
Chapter 15	Trade-offs Involving Time and Risk 394
Chapter 16	The Economics of Information 412
Chapter 17	Auctions and Bargaining 430
Chapter 18	Social Economics 450