## **Brief Contents**

Chapter 8 Competitive Firms and Markets	219	
Chapter 9 Applying the Competitive Model	264	
Chapter 10 General Equilibrium and Economic Welfare 305		
PART FIVE Market Power and Market Structure		
Chapter 11 Monopoly 345		
Chapter 12 Pricing 385		
Chapter 13 Oligopoly and Monopolistic Comp	petition	419

Preface xiii

Chapter 1 Introduction 3

Chapter 2 Supply and Demand

Chapter 4 Consumer Choice

Chapter 7 Costs

Chapter 14 Strategy

PART TWO Consumer Theory

Chapter 5 Applying Consumer Theory

PART THREE Theory of the Firm

Chapter 6 Firms and Production 146

177

PART FOUR Perfect Competition

PART ONE Supply and Demand

Chapter 3 Applying the Supply-and-Demand Model

106

106

## PART SIX Factor Markets

Chapter 15 Factor Markets and Vertical Integration 510 Chapter 16 Interest Rates, Investments, and Capital Markets 542

## PART SEVEN Uncertainty, Missing Markets, and Limited Information

Chapter 17 Uncertainty 574

Chapter 18 Externalities, Open-Access, and Public Goods 602

Chapter 19 Asymmetric Information 636

Chapter 20 Contracts and Moral Hazards 664

Chapter Appendixes A-1
Answers A-29
Definitions A-43
References A-48
Sources for Applications A-56
Credits A-63
Index A-64