

<<微观经济学>>

图书基本信息

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<<微观经济学>>

内容概要

《微观经济学》（19版，双语注疏本）是萨缪尔森先生的绝笔，《微观经济学》自1948年问世以来就广受赞誉，先后被翻译成40

多种文字，是有史以来发行量最大、至今在全球范围内仍然被广泛采用的经济学教科书。

《微观经济学》在经历了前18个版本的积累和沉淀后融入了时代变革的元素和新的案例及数据。

以此为基础，为了让广大读者对萨缪尔森经典有更好的了解，我们添加了词句解释和注疏——既有译者对标题和难懂的词句的中文注释，也有译者对英文原文中的语言、原作者的写作背景以及经济学家和企业等的注疏。

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作者简介

保罗·萨缪尔森 (Paul A. Samuelson)，毕业于芝加哥大学和哈佛大学，是麻省理工学院经济学系的创始人。他的许多著作使他在年轻时就赢得了世界性的声誉。

他于1970

年获得诺贝尔经济学奖，是美国第一个获得此项大奖的经济学家。

萨缪尔森教授曾长期为美国《新闻周刊》的经济学栏目撰稿，曾担任美国总统约翰·肯尼迪的经济顾问，属于那种能够同普通民众进行交流和沟通的为数极少的科学家之一。

萨缪尔森常出席国会听证，并为联邦储备、财政部、许多私人机构和非营利机构担任咨询专家。

除了在麻省理工学院做研究工作和经常打网球之外，萨缪尔森教授还是纽约大学的客座教授。

他的6个孩子（包括一次三胞胎）为萨缪尔森家族衍续了15个子孙。

威廉·诺德豪斯 (William D. Nordhaus)，美国杰出经济学家之一，出生于新墨西哥州的阿尔布开克。

本科就读于耶鲁大学，经济学博士学位在麻省理工学院获得。

现任耶鲁大学斯特林经济学教授，考尔斯经济学研究基金会理事，国家经济研究局 (NBER) 研究员。

诺德豪斯的经济学研究范围很宽，包括环境、能源、技术变革和经济增长，以及利润和生产率的增长趋势。

此外，对经济政策研究非常感兴趣。

1977~1979

年是卡特总统经济顾问委员会的成员，曾多次出席政府顾问委员会的会议，不时为《纽约图书评论》和其他报刊撰文。

在耶鲁大学他主讲经济学原理课程。

诺德豪斯教授与妻子芭芭拉居住在康涅狄格州的纽黑文市。

教学写作之余，他喜欢音乐、旅游、滑雪，和家人在一起。

于健，中国政法大学教授，文革前的“老三届”，文革后的“77届”；国内重点高校中率先同步引进萨缪尔森各版次经典的经济学教材，18

年如一日用中西哲学的不同思维研究萨缪尔森经济学、采用中英双语教育的学者。

于健教授先后求学和任教于北京大学、中国政法大学、首都师范大学、辽宁师范大学、沈阳师范大学、北京工商大学、山西晋中学院等，曾应邀出任了欧盟EuroSinoEducationalNetwork

项目的中方首席主持人、国家级火炬计划《中小学数字化图书馆》和《全国中小学通用校园网》等项目主持人。

于健教授在长期的教学实践中，努力探索教学改革，思考并著述中国教育改革和出路等问题，代表作有《中国教育的出路问题》和《中国英语教育改革探思录》等。

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章节摘录

版权页：插图： Bentham's views about utility seem familiar to many people today. But they were revolutionary 200 years ago because they emphasized that social and economic policies should be designed to achieve certain practical results, whereas legitimacy at that time was usually based on tradition, the divine right of kings, or religious doctrines. Today, many political thinkers defend their legislative proposals with utilitarian notions of what will make the largest number of people best off. The next step in the development of utility theory came when the neoclassical economists--such as William Stanley Jevons (1835-1882)--extended Bentham's utility concept to explain consumer behavior. Jevons thought economic theory was a "calculus of pleasure and pain," and he developed the theory that rational people would base their consumption decisions on the extra or marginal utility of each good. The ideas of Jevons and his coworkers led directly to the modern theories of ordinal utility and indifference curves developed by Vilfredo Pareto, John Hicks, R. G. D. Allen, Paul Samuelson, and others in which the Benthamite ideas of measurable cardinal utility are no longer needed. The same marginal utility as the last pair of shoes, for shoes cost much more per unit than eggs. A satisfactory rule would be: If good A costs twice as much as good B, then buy good A only when its marginal utility is at least twice as great as good B's marginal utility. This leads to the equimarginal principle that I should arrange my consumption so that the last dollar spent on each good is bringing me the same marginal utility. Equimarginal principle: The fundamental condition of maximum satisfaction or utility is the equimarginal principle. It states that a consumer will achieve maximum satisfaction or utility when the marginal utility of the last dollar spent on a good is exactly the same as the marginal utility of the last dollar spent on any other good. Why must this condition hold?

If any one good gave more marginal utility per dollar, I would increase my utility by taking money away from other goods and spending more on that good--until the law of (2) diminishing marginal utility drove its marginal utility per dollar down to equality with that of other goods. If any good gave less marginal utility per dollar than the common level, I would buy less of it until the marginal utility of the last dollar spent on it had risen back to the common level. The common marginal utility per dollar of all commodities in consumer equilibrium is called the marginal utility of income. It (3) measures the additional utility that would be gained (4) if the consumer could enjoy an extra dollar's worth (5) of consumption.

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