

<<经济学的思维方式 ( 影印第12版 ) >>

图书基本信息

书名：<<经济学的思维方式 ( 影印第12版 ) >>

13位ISBN编号：9787510049927

10位ISBN编号：751004992X

出版时间：2012-10

出版公司：世界图书出版公司·后浪出版公司

作者：保罗·海恩,彼得·勃特克,大卫·普雷契特科

页数：428

字数：635000

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>



## 内容概要

本书是风靡国际的一部另类的经典经济学教科书。与主流经济学教材不同，本书回避了繁复的公式、函数、运算，通过深入浅出和饶有趣味的图画，将日常生活中纷繁复杂、看似毫无关联的一些社会现象，和一套富有一致性的思维框架结合起来，展现出一种“经济学的想象力”。正如道格拉斯·诺斯所说，经济学的力量就在于它是一种思维方式，本书的目的正是引导读者学会经济学推理方式，从而能够像经济学家一样思考问题。

《经济学的思维方式》已经被翻译成多种语言，享誉全世界，堪称经济学教育领域的一部标尺性著作。

自2008年第11版翻译引进以来，在大专院校和非专业读者中都引起了相当的反响，荣获了多项优秀图书奖。

作者在11版的基础上，对全书的结构和内容作了大量修订，带给读者全新的认识。

影印第12版除了序言和前言采用中文，正文与英文原书完全一致，让读者充分体验阅读原文的乐趣与收获。

## 作者简介

保罗·海恩（Paul Heyne，1931-2000），美国芝加哥大学伦理学与社会学博士、华盛顿大学经济系讲师。作为大学本科经济学教育的改革者，海恩终身致力于改变讲话刻板的经济学教学方式，被誉为“近25年来最优秀的经济学教育工作者”之一。  
《经济学的思维方式》是海恩的代表作，在世界范围内享有盛誉。

彼得·勃特克（Peter Boettke），美国乔治·梅森大学经济学博士，现为该校经济学教授，同时担任詹姆斯·布坎南政治经济中心副主任，美国市场研究中心高级研究员。  
著有《计算和调试：社会主义和转型政治经济学》、《新思维为何失败：社会主义改造的政治和经济》等。

大卫·普雷契特科（David Prychitko），美国乔治·梅森大学经济学博士，现任北密歇根大学经济系教授。  
编著有《市场过程理论》（与彼得·勃特克合作）、《为何经济学家不同意：经济学流派思想概论》等。

书籍目录

出版前言

道格拉斯·C·诺斯序——经济学教材的革命

林毅夫中文第12版序——经济学的样貌与灵魂

张维迎中文第11版序——为什么没有免费的午餐

梁小民中文第11版序——像经济学家一样思考

Preface 前言

1 The Economic Way of Thinking 经济学的思维方式

Recognizing Order 认识秩序

The Importance of Social Cooperation 社会协作的重要性

How Does It Happen? 这一切是怎么发生的?

An Apparatus of the Mind—the skill of the economist

智力工具——经济学家的技能

Cooperation through mutual adjustment 通过相互调整进行合作

Rules of the game 游戏规则

Property rights as rules of the game 产权作为游戏规则

The biases of economic theory: a weakness or a strength?

经济学理论的偏倚：缺点还是优点？

Biases or conclusions 偏倚还是结论？

No theory means poor theory 没有理论就是糟糕的理论

Once over lightly 简短回顾

Questions for discussion 问题与讨论

2 Efficiency, Exchange, and Comparative Advantage

效率、交换与比较优势

Goods and Bads 好品和坏品

The Myth of Material Wealth 物质财富的误区

Trade Creates Wealth 贸易创造财富

Is It Worth It? Efficiency and Values 值不值？

效率与价值

Recognizing Trade-Offs: Comparing Opportunity Costs of

Production

学会权衡：比较生产的机会成本

The Gains from Specialization and Exchange

从专业化和交换中获益

Why Specialize? 为什么要专业化？

From Individual Trade to International Trade, and Back Again

从人际贸易到国际贸易，再到人际贸易

Transaction Costs 交易成本

Incentives to Reduce Transaction Costs: Middlemen

降低交易成本的激励：中间人

Middlemen Create Information 中间人创造信息

Markets as Discovery Processes 市场作为发现过程

<<经济学的思维方式 (影印第12) >

An Appendix: Economic Growth: Specialization, Exchange, and The Rule of Law

延伸阅读：经济增长：专业化、交换和法治

Once Over Lightly 简短回顾

Questions for Discussion 问题与讨论

3 Substitutes Everywhere: The Concept of Demand

无处不在的替代：需求的概念

On the Notion of “ Needs ” 关于“ 需要 ”

Marginal Values 边际价值

Everyday Choices Are Marginal Choices 日常选择就是边际选择

The Demand Curve 需求曲线

The Law of Demand 需求法则

Demand and Quantity Demanded 需求和需求量

Demand Itself Can Change 需求自身也会变

Everything Depends on Everything Else 任何事物都依赖于其他事物

Misperceptions Caused by Inflation 通货膨胀导致的错觉

Time Is on Our Side 时间站在我们这一边

Price Elasticity of Demand 需求的价格弹性

Thinking About Elasticity 对弹性的思考

Elasticity and Total Receipts 弹性与总收入

The Myth of Vertical Demand 垂直需求的误区

All Scarce Goods Must Be Rationed Somehow 所有稀缺品都必须以某种方式分配

Is Money All That Matters? Money Costs, Other Costs, and Economic

Calculation

只有钱重要吗？

货币成本、其他成本和经济计算

Once Over Lightly 简短回顾

Questions for Discussion 问题与讨论

4 Cost and Choice: The Concept of Supply

成本和选择：供给的概念

Refresher on Opportunity Costs 对机会成本的复习

Costs Are Tied to Actions, Not Things 成本和行为而不是事物相关

What Do I Do Now? The Irrelevance of “ Sunk Costs ”

我现在该干什么？

“ 沉没成本 ” 的无关性

Producers' Costs as Opportunity Costs 生产者的成本作为机会成本

Marginal Opportunity Costs 边际机会成本

Costs and Supply 成本和供给

The Supply Curve 供给曲线

Supply Itself Can Change 供给自身也会变

Marginal and Average Costs 边际成本和平均成本

The Cost of a Volunteer Military Force 志愿兵役制度的成本

Price Elasticity of Supply 供给的价格弹性

Cost as Justification 用成本论证正当性

Once Over Lightly 简短回顾

Questions for Discussion 问题与讨论

5 Supply and Demand: A Process of Coordination

<<经济学的思维方式 (影印第12) >

供给与需求：协调的过程

The Market Is a Process of Plan Coordination

市场是计划协调的过程

The Basic Process 基本过程

Competition, Cooperation, and Market Clearing

竞争、合作与市场出清

Changing Market Conditions 变动的市场条件

Learning from Free-Market Prices 理解自由市场价格

Central Planning and the Knowledge Problem

中央计划和知识问题

An Appendix: Coordination Problems: Transaction Costs

延伸阅读：协调遇到的问题：交易成本

Once Over Lightly 简短回顾

Questions for Discussion 问题与讨论

6 Unintended Consequences: More Applications of Supply and Demand

无意的后果：供求规律的更多应用

Catastrophe and Confusion 自然灾害时供求的迷思

Catastrophe and Coordination 自然灾害时供求的协调

The Urge to Fix Prices 限价的冲动

Competition When Prices Are Fixed 价格固定时的竞争

Appropriate and Inappropriate Signals 恰当与不恰当的信号

Looking for an Apartment in the City? Read the Obituary!

想在城里找公寓吗？

看讣告吧！

Strong Booze, Stronger Drugs: Criminal Incentives

烈酒、烈性毒品：犯罪的激励

Skim Milk, Whole Milk, and Gangster Milkmen

脱脂牛奶、全脂牛奶和“牛奶匪帮”

Supports and Surpluses 价格下限与生产过剩

Supply, Demand, and the Minimum Wage 供给、需求和最低工资

Slavery Goes Global, Again 奴隶贸易再次全球化

Do Costs Determine Prices? 成本决定价格吗？

The Dropouts Release Their First CD

“退出者”发行了他们的第一张唱片

“There's Gold in Them Thar Hills!” So What?

“山里有金子！”

”那又怎么样？

Even Butchers Don't Have the Guts 甚至连屠户都没这个胆子

Why Does It Cost So Much to Change Bedpans?

为什么医院里换个便盆都这么贵？

An Appendix: Framing Economic Questions Correctly

延伸阅读：正确地表述经济问题

<<经济学的思维方式 (影印第12) >

Once Over Lightly 简短回顾

Questions for Discussion 问题与讨论

7 Profit and Loss 利润与亏损

Wage, Rent, and Interest: Incomes Established in Advance by Contract

工资、租金和利息：用合同事先确定的收入

Profit: Income That Can Be Positive or Negative

利润：可正可负的收入

Calculating Profit: What Should Be Included in Costs?

计算利润：哪些应该计入成本？

Comparing Economic Profit and Accounting Profit

比较经济利润和会计利润

Uncertainty: A Necessary Condition for Profit

不确定性：利润的必要条件

The Entrepreneur 企业家

The Entrepreneur as Residual Claimant 作为剩余索取者的企业家

Not-for-Profit Institutions 非营利机构

Entrepreneurship and the Market Process 企业家才能与市场过程

Mere Luck? 仅仅是运气吗？

Profit and Loss as Coordinating Signals: The Role of Monetary Calculation

利润与亏损作为协调的信号：货币计量的作用

Beware of Experts 小心专家

An Appendix: Profiteering in Futures Markets

延伸阅读：在期货市场上赚取利润

Once Over Lightly 简短回顾

Questions for Discussion 问题与讨论

8 Price Searching 觅价

The Popular Theory of Price Setting 定价的流行理论

Introducing Ed Sike 艾德·赛克登场

The Basic Rule for Maximizing Net Revenue

净收益最大化的基本法则

The Concept of Marginal Revenue 边际收益的概念

Why Marginal Revenue Is Less Than Price

为什么边际收益会低于价格？

Setting Marginal Revenue to Equal Marginal Cost

让边际收益等于边际成本

What About Those Empty Seats? 那些空座位呢？

The Price Discriminator's Dilemma 差别定价者的困境

The College as Price Searcher 学校作为觅价者

Some Strategies for Price Discrimination

一些差别定价策略

Ed Sike Finds a Way 艾德·赛克找到了一个办法



<<经济学的思维方式 (影印第12) >

- Resentment and Rationale 不满情绪与“合理化”辩解
- Lunch and Dinner Prices 午餐价和晚餐价
- Cost-Plus-Markup Reconsidered 重新思考成本加成
- Once Over Lightly 简短回顾
- Questions for Discussion 问题与讨论
- 9 Competition and Government Policy 竞争与政府政策
  - Competition as a Process 竞争作为一个过程
  - The Pressures of Competition 竞争的压力
  - Controlling Competition 控制竞争
  - Restrictions on Competition 对竞争的限制
  - Competition for the Key Resource:
    - The \$600,000 Taxi License 对核心资源的竞争：60万美元的出租车执照
  - Competition and Property Rights 竞争和财产权
  - The Ambivalence of Government Policies 政府政策的矛盾性
  - Selling Below Cost 低于成本销售
  - What Is the Appropriate Cost? 什么是适当的成本？
- “Predators” and Competition “掠夺者”和竞争
- Regulating Prices 价格管制
- “Antitrust” Policy “反托拉斯”政策
- Interpretations and Applications 解释和应用
- Vertical Restraints: Competitive or Anticompetitive
  - 纵向限制：竞争或反竞争
- The Range of Opinion 观点谱系
- Toward Evaluation 对于竞争政策的评估
- Once Over Lightly 简短回顾
- Questions for Discussion 问题与讨论
- 10 Externalities and Conflicting Rights
  - 外部性与冲突的权利
    - Externalities, Negative and Positive 正外部性和负外部性
    - Perfection Is Unattainable 十全十美无法达到
    - Negotiation 协商
    - Reducing Externalities Through Adjudication
      - 通过裁定减少外部性
    - The Case of the Complaining Homeowner 抱怨的房主
    - The Importance of Precedents 先例的重要性
    - The Problem of Radical Change 剧烈变化带来的问题
    - Reducing Externalities Through Legislation
      - 通过立法减少外部性
    - Minimizing Costs 把成本降到最低
    - Another Approach: Taxing Emissions 另一种办法：征收排放税
    - Licenses to Pollute? 污染许可证？
- Efficiency and Fairness 效率和公平
- The Bubble Concept 泡泡法
- Rights and the Social Problem of Pollution
  - 权利和污染带来的社会问题

<<经济学的思维方式 (影印第12) >

Traffic Congestion as an Externality 交通拥堵作为一种外部性

Once Over Lightly 简短回顾

Questions for Discussion 问题与讨论

11 Markets and Government 市场与政府

Private Versus Public? 私人还是公共?

Competition and Individualism 竞争和个人主义

Economic Theory and Government Action 经济理论和政府行为

The Right to Use Coercion 采取强制的权利

Is Government Necessary? 政府是必要的吗?

Excluding Nonpayers 排除不付钱的人

The Free-Rider Problem 搭便车问题

Positive Externalities and Free Riders 正外部性和搭便车

Law and Order 法律和秩序

National Defense 国防

Roads and Schools 道路和学校

Income Redistribution 收入再分配

The Regulation of Voluntary Exchange 自愿交易的管制

Government and the Public Interest 政府和公共利益

Information and Democratic Governments 信息和民主政府

The Interests of Elected Officials 民选官员的利益

Concentrated Benefits, Dispersed Costs 集中的收益, 分散的成本

Positive Externalities and Government Policies

正外部性和政府政策

How Do People Identify the Public Interest?

人们如何界定公共利益

The Prisoners' Dilemma 囚徒困境

The Limits of Political Institutions 政治制度的局限

Once Over Lightly 简短回顾

Questions for Discussion 问题与讨论

12 Measuring the Overall Performance of Economic

Systems

衡量经济系统的整体绩效

Gross Domestic Product 国内生产总值

GDP or GNP? GDP还是GNP?

GDP as Total Income Created in the Domestic Economy

GDP作为国内经济创造的总收入

GDP Is Not a Measure of All Purchases in the Economy

GDP衡量的并非经济系统中的所有购买

GDP as Total Value Added GDP作为总附加价值

Is Value Added Always Positive? 附加价值是否总是正的?

Loose Ends: Unsold Inventories and Used Goods

零散问题: 未出售的存货和二手货

Aggregate Fluctuations 总量波动

<<经济学的思维方式 (影印第12) >>

Unemployment and Nonemployment 失业和未就业  
Employed, Not Employed, and Unemployed 就业、未就业和失业  
Labor-Market Decisions 劳动力市场中的决策  
Unemployment and Recessions 失业和经济衰退  
Inflation 通货膨胀  
The Difficulties of Monetary Calculation 货币计量的难题  
Recession and Inflation Since 1960  
1960年以来的经济衰退和通货膨胀  
What Causes Aggregate Fluctuations? 什么导致总量波动?

An Appendix: Limitations of National Income Accounting  
延伸阅读：国民收入核算的局限  
Once Over Lightly 简短回顾  
Questions for Discussion 问题与讨论

13 The Wealth of Nations: Globalization and Economic Growth  
国家的财富：全球化与经济增长  
Who Is Rich, Who Is Poor? 谁富，谁穷？

The Historical Record 历史记录  
Sources of Economic Growth 经济增长的源泉  
Foreign Investment 外国投资  
Human Capital 人力资本  
Oil Comes from Our Minds 石油来自我们的头脑  
Economic Freedom Index 经济自由度指数  
The Developmental Power of Private Property Rights  
私有产权对发展的作用  
The Asian Record 亚洲记录  
Outside of Asia 亚洲之外  
Globalization and Its Discontents 全球化及其不满  
The Power of Popular Opinion 公众意见的力量  
The Power of Special Interests 特殊利益的力量  
The Outsourcing Controversy: Soundbytes vs. Analysis  
外包的争论：脱口秀还是分析  
An Appendix: The Difficulties of International GDP

Comparisons  
延伸阅读：跨国GDP比较的难点  
Once Over Lightly 简短回顾  
Questions for Discussion 问题与讨论

14 Money 货币  
The Evolution of Money 货币的演化  
The Myth of Fiat Money 法定货币的故事  
The Nature of Money Today 当今货币的性质  
So How Much Money Is Out There? 市面上有多少货币？

The Creation of Money 货币的创造  
What Can Be Created Can Be Destroyed

<<经济学的思维方式 (影印第12) >

任何可以创造出来的东西都可以被灭失

Credibility and Confidence 信用和信任

Banks Under Regulation: Legal Reserve Requirements

受管制的银行：法定存款准备金制度

The Fed as Monitor and Rule Enforcer

美联储作为监督者和规则实施者

The Tools Used by the Fed 美联储的工具

The Discount Rate 贴现率

Open Market Operations 公开市场操作

But Who Is Really in Charge? 但是谁真正做主呢？

An Appendix: What about Gold? 延伸阅读：那么黄金呢？

Once Over Lightly 简短回顾

Questions for Discussion 问题与讨论

15 Economic Performance and Real-World Politics

经济绩效和真实世界中的政治

The Great Depression 经济大萧条

What Really Happens in a Recession? 经济衰退期间究竟会发生什么？

A Cluster of Errors 错误集群

Monetary Mismanagement, Monetary Miscalculation

货币的不良管理和错误计算

Monetary Equilibrium 货币均衡

When Is Monetary Policy Effective? 货币政策何时有效？

The Case for Fiscal Policy 财政政策

The Necessity of Good Timing 掌握好时机的必要性

The Federal Budget as a Policy Tool 联邦预算作为一种政策工具

Time Horizons and Politics 任期和政治

Deficits Unlimited 无限度的赤字

Why Not Government at All Levels? 为什么不是各级政府都如此？

Discretion and Rules 自由裁量和规则

Who Is at the Controls? 谁掌权？

Once Over Lightly 简短回顾

Questions for Discussion 问题与讨论

16 Renewal of the Debate: Some Parting Thoughts

辩论的更新：临别的思想赠言

The Great Financial Crisis of 2008 . . . and Beyond

2008年及其后的金融大海啸

But First: The S&L Crisis of the 1980s

先得回顾20世纪80年代的存贷危机

The Subprime Mortgage Crisis: Hurting the Disadvantaged by Helping the Disadvantaged

次贷危机：对弱势群体的帮助反而害了他们

Profit, Loss, and Bailout: Can a Government Agency Be a Good Entrepreneur?

利润、亏损和援助：政府机构可以成为一个好企业家吗？

What Economists Know and the Limitations of Economics

经济学家知道什么和经济学的局限

Beyond Mere Economics 超越纯粹的经济学

Glossary 重要词汇

Index 索引

## 章节摘录

版权页：插图： Economic systems-the customs and practices through which citizens pursue and coordinate their projects and plans-are shaped by the "rules of the game," a phrase you're going to meet repeatedly in this book. The rules of the economic game go a long way in explaining whether people will use scarce resources effectively or wastefully. Rules affect incentives. Take Major League Baseball, for example. Why do National League pitchers practice bunting while American League pitchers don't engage in batting practice at all? Because the rules of the game are different with respect to pitchers: National League pitchers step up to the plate during the game; the American League substitutes designated hitters for its pitchers. The designated hitter rule provides little or no incentive for an American League pitcher to become a better batter. Whether the "game" is business, government, science, family, school, traffic, baseball, test taking, or dating, it can't be played satisfactorily unless the players know at least roughly what the rules are and generally agree to follow them. The rules must be reasonably stable. Although rules can and will change over time, they must have a fair degree of stability so that they can be known and relied on (imagine the problems that would emerge were the designated hitter rule to be dropped during the middle of an American League ball game or even during midseason) , Often it takes time for participants to understand and adjust appropriately to new rules of the game. Consider, for example, the recent expansion of the strike zone by umpires in Major League Baseball. Players are beginning to adjust their expectations of what counts as a ball and a strike and will adjust their batting strategies in light of the evolution of the rule. Pitchers and catchers are adjusting their strategies as well. Most social interaction is directed and coordinated by the rules that participants know and follow. When the rules are in dispute or inconsistent or simply not clear, the game tends to break down. This is true not only of a child's game of Go Fish or a professional ball game but for production and trade as well. In the 1990s, the countries of central and eastern Europe that were trying to move from centrally planned and bureaucratically controlled systems of production to decentralized, market-coordinated systems faced no greater obstacle than the absence of clear and accepted rules for the new game they were attempting to play.

媒体关注与评论

同现行的教材相比，本书是一种根本性的变革。

·恰如本书标题揭示的，经济学的力量就在于它是一种思维方式。

对这种思维方式的曾经（今后也一直是）经济学对社会科学革命性贡献，它有助于我们增进对周遭世界的理解。

——道格拉斯·诺斯，1993年诺贝尔经济学奖得主经济学对学习者真正有用的，是在这些错综复杂的理论背后，所反映出的一套观察个人行为及社会现象的思维方式。

保罗·海恩的《经济学的思维方式》以对活生生的、日常发生的现象解析来阐述此点，并帮助学生学会像经济学家那样思维，有助于初学者掌握现代经济学的精髓。

——林毅夫，世界银行高级副行长及首席经济学家保罗·海恩等人的《经济学的思维方式》，是我所读到的写给非经济学专业读者的最好的经济学教科书之一。

——张维迎，北大光华管理学院教授这本书从思维方式入手介绍了各种经济学知识，从个人到社会、从微观到宏观、从主流的观点到非主流的看法、从历史到现实，可以说，这本书的内容相当全面，但切入点不同，组织与写作的方法也不同，让一般读者读起来更容易，理解起来也更容易。

——梁小民，著名经济学家

名人推荐



版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>