

Microeconomics with Calculus

THIRD EDITION

GLOBAL EDITION

i *

JEFFREY M. PERLOFF

UNIVERSITY OF CALIFORNIA, BERKELEY

PEARSON

Boston Columbus Indianapolis New York San Francisco Upper Saddle River
Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montreal Toronto
Delhi Mexico City Sao Paulo Sydney Hong Kong Seoul Singapore Taipei Tokyo

Brief Contents

Preface	14
Chapter 1 Introduction	23
Chapter 2 Supply and Demand	31
Chapter 3 Consumer Theory	80
Chapter 4 Demand	122
Chapter 5 Consumer Welfare and Policy Analysis	159
Chapter 6 Firms and Production	195
Chapter 7 Costs	228
Chapter 8 Competitive Firms and Markets	268
Chapter 9 Applications of the Competitive Model	310
Chapter 10 General Equilibrium and Economic Welfare	347
Chapter 11 Monopoly and Monopsony	385
Chapter 12 Pricing and Advertising	428
Chapter 13 Game Theory	468
Chapter 14 Oligopoly	503
Chapter 15 Factor Markets	550
Chapter 16 Uncertainty	585
Chapter 17 Externalities and Public Goods	619
Chapter 18 Information	653
Chapter 19 Contract Theory	680
Calculus Appendix	711
Regression Appendix	739
Answers to Selected Problems	742
Definitions	762
References	768
Sources for Applications and Challenges	776
Index	783
Credits	800