



# Microeconomics for Today

*By Irvin B. Tucker*

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## **Editorial Review**

### **Review**

Part I. INTRODUCTION TO ECONOMICS. 1. Introducing the Economic Way of Thinking. Appendix. Applying Graphs to Economics. 2. Production Possibilities, Opportunity Cost, and Economic Growth. Part II. MICROECONOMIC FUNDAMENTALS. 3. Market Demand and Supply. Appendix. Consumer Surplus, Producer Surplus, and Market Efficiency. 4. Markets in Action. Appendix. Applying Supply and Demand Analysis to Health Care. 5. Price Elasticity of Demand and Supply. 6. Consumer Choice Theory. Appendix: Indifference Curve Analysis. 7. Production Costs. Part III. MARKET STRUCTURES. 8. Perfect Competition. 9. Monopoly. 10. Monopolistic Competition and Oligopoly. 11. Labor Markets. Part IV. MICROECONOMIC POLICY ISSUES. 12. Income Distribution, Poverty, and Discrimination. 13. Antitrust and Regulation. 14. Environmental Economics. Part V. THE INTERNATIONAL ECONOMY. 15. International Trade and Finance. 16. Economies in Transition. 17. Growth and the Less-Developed Countries. Appendix A Answers to Odd-Numbered Study Questions and Problems. Appendix B Answers to Practice Quizzes. Appendix C Answers to Road Map Questions.

### **About the Author**

Dr. Irvin B. Tucker has more than 30 years of experience teaching introductory economics at the University of North Carolina Charlotte. He earned his BS in economics at North Carolina State University and his MA and PhD in economics from the University of South Carolina. He is a long-time member of the National Council on Economic Education. Dr. Tucker has served as executive director of the S.C. Council of Education and director of the Center for Economic Education at the University of North Carolina at Charlotte. He is recognized for his ability to relate basic principles to economic issues and public policy. His work has received national recognition with awards from the Meritorious Levy Award for Excellence in Private Enterprise Education, the Federation of Independent Business Award for Postsecondary Educator of the Year in Entrepreneurship and Economic Education, and the Freedom Foundation's George Washington Medal for Excellence in Economic Education. In addition, Dr. Tucker's research has been published in numerous professional journal articles on a wide range of topics, including industrial organization, entrepreneurship, and economics of education. Dr. Tucker is also the author of the highly successful SURVEY OF ECONOMICS, 9E and ECONOMICS AND FINANCE.

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