



Microeconomic Theory: An Integrated Approach

Stephen Mathis Ph.D., Janet Koscianski Ph.D.

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This book, which focuses on the fundamentals of microeconomic theory, presents an integrated approach to solving decision-making problems. Concepts are developed by using several tools: words, graphs, mathematics, and real-world examples; this allows the reader to solve many models and problems by forming actual numerical solutions, providing an understanding of the underlying principles these solutions represent. The book is organized into 6 broad-based topical areas: a review of basic calculus techniques, including univariate and multivariate functions; theory of the consumer, including utility theory, consumer optimization, market demand curves, and demand related elasticities; theory of the firm, including short and long run production; market structures, including perfect competition, monopoly, and oligopoly; input markets, including demand for and supply of labor, and capital markets; and general equilibrium analysis. For those needing to analyze decision-making processes of their business, including agents, consumers, entrepreneurs, suppliers of resources, investors, and policy-makers.

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