

Contents

List of Figures.....	6
List of Abbreviations.....	9
Foreword	11
1. Customer Behaviour	12
1.1 Key Words.....	12
1.2 Introduction	12
1.3 Tasks and Applications.....	17
1.4 Problems.....	17
2. Demand Creation.....	20
2.1 Key Words.....	20
2.2 Introduction	20
2.3 Tasks and Applications.....	29
2.4 Problems.....	30
3. Production Function of the Company.....	32
3.1 Key Words.....	32
3.2 Introduction	32
3.3 Tasks and Applications.....	38
3.4 Problems.....	38
4. Company Costs and Revenues.....	40
4.1 Key Words.....	40
4.2 Introduction	40
4.3 Tasks and Applications.....	48
4.4 Problems.....	49
5. Company Behaviour under Perfect Competition	51
5.1 Key Words.....	51
5.2 Introduction	51
5.3 Tasks and Applications.....	57
5.4 Problems.....	58
6 Monopoly	60
6.1 Key Words.....	60

6.2 Introduction	60
6.3 Tasks and Applications.....	66
6.4 Problems.....	67
7 Oligopoly	69
7.1 Key Words.....	69
7.2 Introduction	69
7.3 Tasks and Applications.....	72
7.4 Problems.....	73
8. Monopolistic Competition	75
8.1 Key Words.....	75
8.2 Introduction	75
8.3 Tasks and Applications.....	78
8.4 Problems	79
9. Alternative Objectives of the Firm	80
9.1 Key Words.....	80
9.2 Introduction	80
9.3 Tasks and Applications.....	82
9.4 Problems	83
10. Labour Market	84
10.1 Key Words.....	84
10.2 Introduction	84
10.3 Tasks and Applications.....	94
10.4 Problems	95
11. Capital Market	96
11.1 Key Words.....	96
11.2 Introduction	96
11.3 Tasks and Applications.....	102
11.4 Problems.....	102
12. General Equilibrium	104
12.1 Key Words.....	104
12.3 Introduction	104
12.3 Tasks and Applications.....	109
12.4 Problems	109

13. Market Failure	111
13.1 Key Words.....	111
13.2 Introduction	111
13.3 Tasks and Applications.....	114
References.....	116