



Part I Introduction

1. Ten Principles of Economics

经济学十大原理

本PPT内容编制依据曼昆著“经济学原理”（第七版），并有部分图表资料来源于Cengage Learning 提供的教辅材料。



5. Trade can make everyone better off.

贸易能使每个人状况变好

- ◆ Trade allows people to specialize in what they do best.

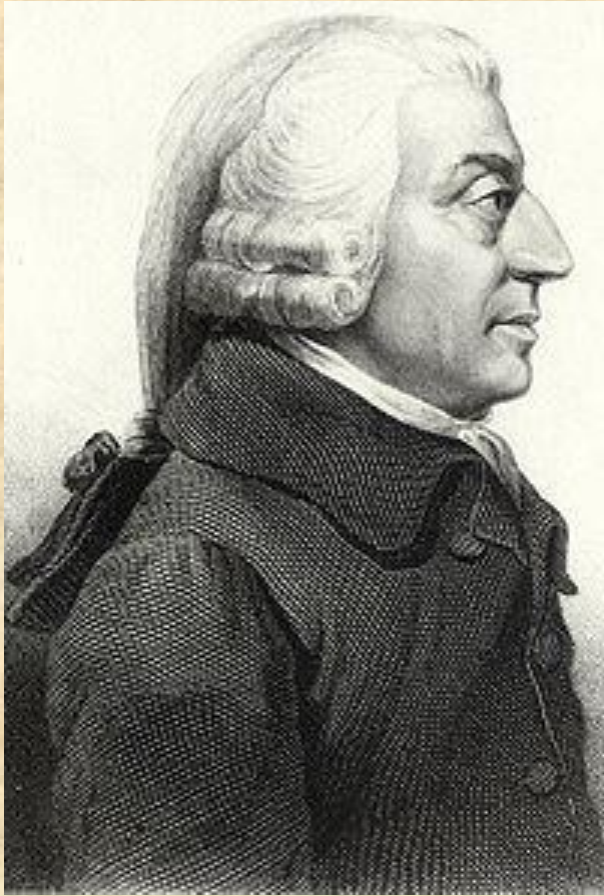


6. Markets are usually a good way to organize economic activity.

市场通常是组织经济活动的一种好方法

- A **market economy** is an economy that allocates resources through the **decentralized** decisions of many **firms** and **households** as they interact in markets for goods and services.

看不见的手



亚当·斯密 (Adam Smith)
(1723—1790)

□ 1776年《**国富论**》中提出：每个人都在力图应用他的资本，来使其生产品能得到最大的价值。一般地说，他并不企图增进公共福利，也不知道他所增进的公共福利是多少。他追求的仅仅是他个人的安乐，仅仅是他个人的利益。在这样做时，有一只**看不见的****手**引导他去促进一种目标，而这种目标绝不是他所追求的东西。由于追逐他自己的利益，他经常促进了社会利益，其效果要比他真正想促进社会利益时所得到的效果为大。

7. Governments can sometimes improve market outcomes

政府有时能改善市场结果



Why do we need government?

- Invisible hand can work its magic only if the government enforces the **rules** and maintains the **institutions** that are key to a market economy.



Government can intervene to promote **efficiency** and **equity**.

- **Efficiency**

Market failure occurs when the market fails to allocate resources efficiently.

- **Externality** is the impact of one person or firm's actions on the well-being of a bystander.
- **Market power** is the ability of a single person or firm to unduly influence market prices.

- **Equity**

The invisible hand does not ensure that everyone has sufficient food, decent clothing, and adequate healthcare.



Ten Principles of Economics

How People Interact with each other

- 5. Trade can make everyone better off.
- 6. Markets are usually a good way to organize economic activity.
- 7. Governments can sometimes improve economic outcomes.





8. The standard of living depends on a country's production.

一国的生活水平取决于它生产物品与劳务的能力

- Almost all variations in living standards are explained by differences in countries' productivities.
- **Productivity** is the amount of goods and services produced from each hour of a worker's time.



9. Prices rise when the government prints too much money.

当政府发行了过多货币时，物价上升

- **Inflation** is an increase in the overall level of prices in the economy.



10. Society faces a short-run tradeoff between inflation and unemployment.

社会面临通货膨胀与失业之间的短期权衡取舍

- The **Phillips Curve** illustrates the tradeoff between inflation and unemployment.



Ten Principles of Economics

The forces and trends that affect how the economy as a whole works

- 8. The standard of living depends on a country's production.
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Ten Principles of Economics

- Even the most sophisticated economic analysis is built using the ten principles introduced here.

Thank You !