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MICRO ECONOMY: Supply, Demand, Equilibrium, Pricing, Elasticity, Utility, Production & Cost, Labor, Aggregates ...

How individuals and companies make decisions to allocate scarce resources.

Assets = Property Capital (substance of matter, object movement/change)

Liabilities = Financial Capital (space of movement, maneuverability)

Expenses = Cost of Work through labor force and machines

Income = Earnings from sales of goods & services

$f_A(Assets) = f_L(Liabilities) = \text{“momentum” } p \text{ from initial state } r_0 \text{ to new state } r_1, \text{ and “state change” } = r = r_1 - r_0$

acronyms see **?@sec-acroecomicro**

acronyms

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$A = \text{Assets} \mid L = \text{Liabilities}$

$X = \text{Expenses} \mid S = \text{Financial Leverage (Verschuldungsgrad)}$

$I = \text{Income} \mid E = \text{Equity}$

$Y = \text{Yield, Gain, Return, Earning, Profit} \mid Q = \text{Liquidity}$

$D = \text{Debit} \mid C = \text{Credits}$

$G = \text{G\&A General \& Administration} \mid E_T = \text{EBIT}$

$E_D = \text{EBITDA} \mid U = \text{Productivity}$

$P = \text{Profitability} \mid R_E = \text{ROE}$

$R_A = \text{ROA} \mid R_I = \text{ROI}$

$F = \text{Cash Flow (CF)} \mid F_F = \text{Free CF}$

$W = \text{WACC} \mid V = \text{NPV}$

$B = \text{DB Deckungsbeitrag} \mid N = \text{NUV (Nettoumlaufvermögen)}$

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