MICRO ECONOMY: Supply, Demand, Equilibrium, Pricing, Elasticity, Utiliy, 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 = Costa of Work through labor force and machines
Income = Earnings from sales of goods & services

$f_A(Assets) = f_L(Liabilities) = $ "momentum" p from initial state r_0 to new state r_1, and "state change" $= r = r_1 - r_0$

acronyms see **?@sec-acroecomicro**

acronyms

- | - |
$A = $ Assets | $L = $ Liabilities
$X = $ Expenses | $S = $ Financial Leverage (Verschuldungsgrad)
$I = $ Income | $E = $ Equity
$Y = $ Yield, Gain, Return, Earning, Profit | $Q = $ Liquidity
$D = $ Debit | $C = $ Credits
$G = $ G&A General & Administration | $E_T = $ EBIT
$E_D = $ EBITDA | $U = $ Productitivy
$P = $ Profitability | $R_E = $ ROE
$R_A = $ ROA | $R_I = $ ROI
$F = $ Cash Flow (CF) | $F_F = $ Free CF
$W = $ WACC | $V = $ NPV
$B = $ DB Deckungsbeitrag | $N = $ NUV (Nettoumlaufsvermögen)
$ = $ … | $ = $ …