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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

- | - |

$A$  = 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 |  $U$  = Productivity

$P$  = 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 (Nettoumlaufvermögen)

$\$ = \$ \dots$  |  $\$ = \$ \dots$