

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

$f_A(Assets) = f_L(Liabilities)$ = “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

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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)

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