



经济学十大原理

Ten Principles of Economics

第1章

Chapter 1

Why Study Economics?

学习经济学的三个原因

- ◆ 经济学有助你了解你生活的世界。
Economics will help you understand the world in which you live.
- ◆ 经济学使你更精明地参与经济活动。
Economics will make you a more astute participant in the economy.
- ◆ 经济学使你更好地理解经济政策的潜力与局限性。
Economics will give you a better understanding of the potential and limits of economic policy.

经济...

Economy...

- ◆经济一词，来源于希腊语，其意为“管理一个家庭的人”。
... The word economy comes from a Greek word for “one who manages a household.”
- ◆ 中文：经世济民

经济学

Economics

经济学是关于社会如何管理其稀缺资源的学问。

Economics is the study of how society manages its scarce resources.

稀缺性 ...

Scarcity . . .

.....意味着社会只有有限的资源，因而不能生产人们想要得到的一切物品和服务。

. . . means that society has limited resources and therefore cannot produce all the goods and services people wish to have.

社会与稀缺资源

Society and Scarce Resources

对社会资源的管理之所以重要，
是因为资源是稀缺的。

**The management of society's
resources is important because
resources are scarce.**

经济学家研究...

Economists study. . .

1. 人们如何作出决策

How People Make Decisions

2. 人们如何相互作用

How People Interact

3. 整体经济如何运行

How the Economy as a Whole Works

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人们如何作出决策

How People Make Decisions

1. 人们面临得失交换（权衡取舍）。

People face tradeoffs.

2. 某物的成本是为此所放弃的东西。

The cost of something is what you give up to get it.

3. 理性人思考边际量。

Rational people think at the margin.

4. 人们会对激励作出反应。

People respond to incentives.

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人们如何相互作用

How People Interact

5. 贸易能使人人收益。

Trade can make everyone better off.

6. 市场通常是组织经济活动的好方式。

Markets are usually a good way to organize economic activity.

7. 政府有时可以改进市场结果。

Governments can sometimes improve market outcomes.

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整体经济如何运行

How the Economy as a Whole Works

8. 一国的生活水平取决于它的生产。
The standard of living depends on a country's production.
9. 当政府发行了过多的货币时，物价上涨。
Prices rise when the government prints too much money.
10. 社会面临通货膨胀和失业之间的短期得失交换。
Society faces a short-run tradeoff between inflation and unemployment.

1. 人们面临得失交换

People face tradeoffs

“天下没有免费的午餐！”

“There is no such thing as a free lunch!”

1. 人们面临得失交换

People face tradeoffs

为了得到一样东西，我们通常不得不放弃另一样东西。

To get one thing, we usually have to give up another thing.

- ◆ 食品和衣服 **Food v. clothing**
- ◆ 闲遐和工作（收入） **Leisure time v. work(earnings)**
- ◆ 大炮和黄油 **Guns v. butter**

2. 某物的成本是为此而放弃的东西

The cost of something is what you give up to get it

- ◆ 人们通过考虑某事的成本与收益来决定是否做某件事情。

People decide whether to do one thing or not by considering its costs and benefits.

- ◆ 不过，做决策需要将这件事与其他选择方案相权衡。
However, making decisions requires trading off this thing against *other alternatives*.

当我们仅仅计算某一件事的成本与收益时，如何将其他选择也考虑进来？

How can we take *other alternatives* into account when calculate costs and benefits of *just this thing*?

2. 某物的成本是为此而放弃的东西
**The cost of something is what you
give up to get it**

某物的机会成本是为了得到它
而放弃的东西。

**The opportunity cost of an
item is what you give up to
obtain that item.**

3. 理性人考虑边际量

Rational people think at the margin

人们作最优决策时比较**边际上**的成本和收益。

People make optimal decisions by comparing costs and benefits *at the margin*.

边际变化是对已有行动计划的小的、增量调整

Marginal changes are small, incremental adjustments to an existing plan of action.

3. 理性人考虑边际量

Rational people think at the margin

- ◆ 理性决策者（在边际上）采取行动，当且仅当这一行动的边际收益超过其边际成本。

A rational decision maker takes an action (at the margin) if and only if the marginal benefit of the action exceeds the marginal cost.

- ◆ 人们最终（最优）的选择必然使得边际收益等于边际成本。

The final (optimal) choice is achieved when that choice's marginal benefit is equal to its marginal cost.

4. 人们会对激励作出反应

People respond to incentives

- ◆ **激励**是引起一个人采取行动的某种东西。
An **incentive** is something that induces a person to act.
- ◆ 成本和收益的边际量变化促使人们作出反应。
Marginal changes in costs or benefits motivate people to respond.

4. 人们会对激励作出反应

People respond to incentives

经济当中一些重要的激励

Some Important Incentives in the Economy

- ◆ 价格 Prices
- ◆ 产权 Property Rights
- ◆ 技术 Technologies
- ◆ 公共政策 Public Policies

4. 人们会对激励作出反应

People respond to incentives

- ◆ 许多公共政策改变了人们面临的成本和收益，从而改变了行为。

Many policies change the costs or benefits that people face and, therefore, alter behavior.

- ◆ 当公共决策者未能考虑到他们的政策如何影响激励时，事情就会以他们意想不到的效果结束。

When policymakers fail to consider how their policies affect *incentives*, they can end up with results that they did not intend.

- ◆ 当分析任何一种政策时，不仅应该考虑直接影响，而且还应该考虑激励发生作用的间接影响。

When analyzing any policy, we must consider not only the direct effects but also the indirect effects that work through *incentives*.

5. 贸易能使人人收益

Trade can make everyone better off

- ◆ 人们从贸易中受益People gain from their ability to trade with one another.
- ◆ 竞争导致从贸易中收益Competition results in gains from trading.
- ◆ 贸易可以使人们专业分工，做他们最擅长的事Trade allows people to specialize in what they do best.

6. 市场通常是组织经济活动的好方式

Markets are usually a good way to organize economic activity

- ◆ 在市场经济中，家庭决定买什么和为谁工作。

In a market economy, households decide what to buy and who to work for.

- ◆ 企业决定雇用谁和生产什么。

Firms decide who to hire and what to produce.

6. 市场通常是组织经济活动的好方式 Markets are usually a good way to organize economic activity

亚当·斯密观察到，家庭和企业
市场中相互作用时，它们的行为仿
佛被一只“看不见的手”指挥着。
Adam Smith made the observation
that households and firms
interacting in markets act as if
guided by an “invisible hand.”

6. 市场通常是组织经济活动的好方式

Markets are usually a good way to organize economic activity

- ◆ 因为家庭和企业决定买什么和卖什么时眼睛都盯着价格，他们就不自觉地将他们这些行为的社会收益与成本考虑在内了。

Because households and firms look at prices when deciding what to buy and sell, they unknowingly take into account the social benefits and costs of their actions.

- ◆ 这样一来，价格引导决策者，达到使社会整体福利最大的结果。

As a result, prices guide decision makers to reach outcomes that tend to maximize the welfare of society as a whole.

6.市场通常是组织经济活动的好方式

Markets are usually a good way to organize economic activity

当政府阻止价格根据供求自发地调整时，它就限制了看不见的手对组成经济的千百万家庭和企业进行协调的能力。

When the government prevents prices from adjusting naturally to supply and demand, it impedes the invisible hand's ability to coordinate the millions of households and firms that make up the economy.

7. 政府有时可以改进市场结果 Governments can sometimes improve market outcomes

当市场不能有效率地配置资源，
市场失灵发生。

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

7. 政府有时可以改进市场结果

Governments can sometimes improve market outcomes

市场失灵可以由外部性引起，它是某人或企业的行为对旁人（市场以外的人）的利益造成的影响。

Market failure may be caused by an externality, which is the impact of one person or firm's actions on the well-being of a bystander.

7. 政府有时可以改进市场结果

Governments can sometimes improve market outcomes

市场失灵可以由市场势力引起，它是个人或企业不适当地影响市场价格的能力。

Market failure may also be caused by market power, which is the ability of a single person or firm to unduly influence market prices.

7. 政府有时可以改进市场结果

Governments can sometimes improve market outcomes

看不见的手也不能确保公平地分配经济成果

The invisible hand is even less able to ensure that economic prosperity is distributed fairly.

8. 一国的生活水平取决于它的生产

The standard of living depends on a country's production

生活水平可由不同方式度量:

Standard of living may be measured in different ways:

- ◆ 比较个人收入。
By comparing personal incomes.
- ◆ 比较一国生产的市场总价值。
By comparing the total market value of a nation's production.

8.一国的生活水平取决于它的生产

**The standard of living depends on
a country's production**

几乎全部的生活水平的不同都可以由生产
率的不同来解释。

**Almost all variations in living standards
are explained by differences in
countries' productivities.**

8. 一国的生活水平取决于它的生产
**The standard of living depends on
a country's production**

生产率是每一个工人每一小时生产的产品和服务。

Productivity is the amount of goods and services produced from each hour of a worker's time.

高生产率 ⇨ 高生产水平

Higher productivity ⇨ Higher standard of living

9.当政府发行过多货币时，物价上升

Prices rise when the government prints too much money

通货膨胀是经济中整体物价水平的上升。

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

- ◆ 通货膨胀的一个原因是货币发行量的增长。
One cause of inflation is the growth in the quantity of money.
- ◆ 当政府发行大量货币时，货币的价值就下降。
When the government creates large quantities of money, the value of the money falls.

10. 社会面临通货膨胀与失业之间的短期得失交换

**Society faces a short-run tradeoff
between inflation and
unemployment**

菲利普斯曲线说明通货膨胀和失业之间的得失交换
**The Phillips Curve illustrates the tradeoff between
inflation and unemployment:**

↓通货膨胀 ⇔ ↑失业

↓Inflation ⇔ ↑Unemployment

这是短期的得失交换关系！

It's a short-run tradeoff!

10. 社会面临通货膨胀与失业之间的短期得失交换

Society faces a short-run tradeoff between inflation and unemployment

短期中决策者可以通过改变政府支出量、税收量和发行的货币量来影响经济所经历的通胀与失业的组合。

By changing the amount that the government spends, the amount it taxes, and the amount of money it prints, policy makers can, in the short run, influence the combination of inflation and unemployment that the economy experiences.

总结

Summary

- ◆ 当人们做出决策时，他们面临着得失交换。

When individuals make decisions, they face tradeoffs.

- ◆ 理性人通过比较边际成本与边际收益来做出决策。

Rational people make decisions by comparing marginal costs and marginal benefits.

总结

Summary

- ◆ 人们可以通过相互贸易来获益。
People can benefit by trading with each other.
- ◆ 市场通常是协调贸易的好方法。
Markets are usually a good way of coordinating trades.
- ◆ 政府有可能会改进市场的结果。
Government can potentially improve market outcomes.

总结

Summary

- ◆ 一国的生产率决定其生活水平。
A country's productivity determines its living standards.
- ◆ 社会面临着通货膨胀与失业之间的短期得失交换。
Society faces a short-run tradeoff between inflation and unemployment.