

# **Week 6**

# The Marginalists



Leon Walras  
(1834-1910)



William Stanley Jevons  
(1835-1882)




Carl Menger  
(1840-1921)

# Carl Menger's Utility Table

*Grundsätze der  
Volkswirtschaftslehre (1871)*

Die zehn Scalen, die sich solcherart ergeben, sind in dem  
Folgenden veranschaulicht:

I	II	III	IV	V	VI	VII	VIII	IX	X
10	9	8	7	6	5	4	3	2	1
9	8	7	6	5	4	3	2	1	0
8	7	6	5	4	3	2	1	0	
7	6	5	4	3	2	1	0		
6	5	4	3	2	1	0			
5	4	3	2	1	0				
4	3	2	1	0					
3	2	1	0						
2	1	0							
1	0								
0									

A Starbucks Rewards advertisement featuring a white Starbucks cup in the foreground and a clear Starbucks cup with iced coffee in the background. The background is filled with warm, out-of-focus bokeh lights, suggesting a cozy, nighttime setting. The white cup has the text "That first sip feeling." and "Let us add a little joy to your day. Join Starbucks® Rewards." printed on it. The Starbucks logo is visible on both cups.

That first  
sip feeling.

Let us add a little joy to your day.  
Join Starbucks® Rewards.

**STARBUCKS®**  
REWARDS