



Microeconomics: An Integrated Approach

By David Besanko, Ronald Braeutigam

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Coverage of modern topics and more modern treatment of conventional topics. Examples include an integrated treatment of game theory, oligopoly, a more detailed treatment of sunk costs, and consumer surplus.

* Two chapters devoted to costs and cost curves, as well as a section on consumer surplus, which includes concepts of compensating and equivalent variations.

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Editorial Review

Review

"...I would propose Besanko and Braeutigam as a main text..it balances the needs of the student and instructor...examples that are not only well linked to the principles but do not suffer from being so narrowly American in focus that they might alienate the European reader..." (Times Higher Educational Supplement, Textbook Guide, 31 May 2002)

From the Back Cover

A FULLY INTEGRATED PRESENTATION OF MATH, GRAPHS, PROBLEMS, AND APPLICATIONS!

In MICROECONOMICS: AN INTEGRATED APPROACH, David Besanko and Ronald Braeutigam have teamed up to create an innovative and highly effective new text—a text in which math, graphs, learning-by-doing problems, and real-world applications all work together in an integrated effort to help you understand microeconomics.

Features:

- "Learning by Doing" problems throughout the text give you a chance to apply the theory and work through the math step-by-step
- Many extensive examples show contemporary applications of theory.
- Over 100 real-world applications make microeconomics relevant and interesting.
- Presents math and graphs in parallel, with the belief that readers must understand both to fully understand economics.
- Includes modern topics, including coverage of game theory and oligopoly, and a detailed treatment of sunk costs, and consumer surplus.

About the Author

David Besanko is the Alvin J. Huss Distinguished Professor of Management and Strategy at the Kellogg Graduate School of Management at Northwestern University. He is currently serving as Associate Dean for Curriculum and Teaching at the Kellogg School. He received his AB in Political Science from Ohio University in 1977, his MS in Managerial Economics and Decision Sciences from Northwestern University in 1980, and his PhD in Managerial Economics and Decision Sciences from Northwestern University in 1982. Before joining the Kellogg faculty in 1991, Professor Besanko was a member of the faculty of the School of Business at Indiana University from 1982 to 1991. In addition, in 1985 he held a post-doctorate position on the Economics Staff at Bell Communications Research.

Professor Besanko teaches courses in the fields of Management and Strategy, Competitive Strategy, and Managerial Economics. In 1995, the graduating class at Kellogg awarded Professor Besanko the L.G. Lavengood Professor of the Year, the highest teaching honor a faculty member at Kellogg can receive. At the Kellogg School, he has also received the Sidney J. Levy Teaching Award (1998, 2000) and the Chair's Core Teaching Award (1999, 2001).

Ronald R. Braeutigam is the Harvey Kapnick Professor of Business Institutions in the Department of Economic and the Transportation Center at Northwestern University. He is Director of the Business Institutions Program. He received a Bachelor of Science in Petroleum Engineering from the University of Tulsa in 1970 and then attended Stanford University, where he received an MSc in Engineering and a PhD in

Economics in 1976. He has taught at Stanford University and the California Institute of Technology, and he has also held an appointment as a Senior Research Fellow at the Wissenschaftszentrum Berlin (Science Center Berlin).

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