



Don't Worry About Micro: An Easy Guide to Understanding the Principles of Microeconomics

By Dominik Heckner, Tobias Kretschmer

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Editorial Review

Review

From the reviews:

"An LSE alumnus has written his own economics textbook one year after graduating from LSE. ... The textbook is targeted at advanced first year Economics students, especially those taking Economics B (EC102). ... Currently the world's only economics textbook co-written by a student, 'Don't Worry about Micro' is based on the principle: 'for students by students'" (Simon Wang, Beaver, December 2007)

"A fair job in exposing students to the standard tools of microeconomics, it also introduces them to the modern approaches to microeconomic analysis such as game theory. This work excels in explaining mathematical derivations and formulas. The writing is concise and lucid, which in this reviewer's opinion would be a welcome relief to undergraduates and make for an easy reading and learning experience. Overall, a useful study guide. Summing Up: Recommended. Upper-division undergraduate students." (A. Sharma, CHOICE, Vol. 46 (1), September, 2008)

About the Author

Dominik Heckner:

Dominik Heckner graduated with a BSc in Management from the London School of Economics in 2006. As part of his degree, Dominik took a number of Economics courses, including one taught by Prof Kretschmer, which led to the writing of this book. He currently works in investment banking in central London.

Tobias Kretschmer:

Tobias Kretschmer is Professor of Management and Director of the Institute for Communication Economics (ICE) at the University of Munich. Prior to joining the University of Munich in October 2006, he was a lecturer in Strategy and Economics at London School of Economics (2001 – 2006) and a research fellow at INSEAD, France (2000 – 2001). He holds a PhD in Economics from London Business School and an MSc in Strategy and Organisation from the University of St. Gallen (Switzerland).

Tobias Kretschmer's research focuses on the economics and management of high-technology industries and the impact of Information and Communications Technologies (ICT) on firm productivity. He has taught courses on Managerial Economics, Strategy and Microeconomics at a number of universities and business schools.

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