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Learn vocabulary, terms and more with flashcards, games and other study tools. Microeconomics concepts can help you make better personal decisions. For example, which of these tools might be useful when deciding whether to buy an energy-efficient refrigerator or one without energy features? Net present value. When his software company started to lose money, the CEO's solution was to raise prices in the hopes of boosting revenues and profits. However, revenues fell and his strategy bankrupted the company. What microeconomic concept did he fail to apply? An analysis of the capital markets will help us understand: How to evaluate the profitability of investments. This set is often saved in the same folder as Introduction to Microeconomics. We all witnessed the phenomenon of Demonetisation very recently. Although it was a national event, even your household was affected. Since you were cash-strapped, you focused on buying necessities rather than luxuries. So economics that studies the behaviour of individuals is Microeconomics. Let us look into the Microeconomics further. Let's us explore in the following sections the world of microeconomics and understand how the market is affected by various factors, how prices go on a rollercoaster sometimes, how are individual output and individual income perceived in the microworld of economics etc. Quick summary with stories. Browse more Topics under Microeconomics And Macroeconomics. Fundamentals of Macroeconomic. Understanding the Market book. Read reviews from world's largest community for readers. Understanding the Market 3e helps students appreciate that an und... Goodreads helps you keep track of books you want to read. Start by marking as Want to Read: Want to Read saving...