



Micro Markets: A Market Structure Approach to Microeconomic Analysis

Robert A. Schwartz

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A timely guide that bridges the gap between microeconomic theory and practice through real-world application in the marketplace

Understanding how microeconomics affects the marketplace is essential for any investment professional, however most books simply address microeconomics in its pure theory-based form. *Micro Markets* helps bridge the gap between theory and practice by defining microeconomics in terms of real-world, market applications.

This timely guide elucidates basic microeconomic concepts with an emphasis on applicability. It establishes a common application for all of the basic economic concepts that are reviewed, and provides in-depth insights into an industry that is of major economic importance in aggregate, and to most individuals.

- Utilizes equity market realities to underscore the relevance of economic theory
- Each chapter includes informative practice problems and power points
- A companion *Workbook*, with practice problems and solutions, is also available

By taking microeconomic theory and making it applicable to today's marketplace, *Micro Markets* builds a much-needed bridge between theory and practice.

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