

CONTENTS

The names

A. L. Vainstein	7
-----------------------	---

Thick notebook

«A word about words»	18
Lecture 21. Production and exchange	24
Can we consider consumption and production similar in some way?	25
Production of utility	27
Utility of exchange	34
Lecture 22. Production theory	39
What laws of production do we know?	40
Production function	50
Technical progress and the production function	61
Traits of the portrait of the production function	66
Lecture 23. Cost	72
What is cost?	73
Firm's costs in the short-run	74
Firm's costs in the long-run	79
Costs, returns to scale and market structure	86
Opportunity Costs. From the history of economic thought	89
Higher education: returns to scale	91
Lecture 24. The firm and the market	99
What did Coase explain?	100
Why does the economy need the firm?	102
Rational bounds of integration	108
Lecture 25. Perfect competition	119
Is it easy to be a competitor?	120
Firm and industry equilibrium in the short-run	121
Firm and industry equilibrium in the long-run	125
Development of the term «perfect competition»	130
Lecture 26. Monopoly	135
Is it good to be the only one?	136

CONTENTS

Monopoly behaviour in the short-run	137
Monopoly in the long-run	146
Monopoly with several plants	148
Monopoly and public losses	151
Lecture 27. Price discrimination	154
Why sell at different prices?	155
Discriminatory behaviour of monopoly	156
Types of price discrimination	160
History of the term «price discrimination»	165
Tariffs for electric energy and price discrimination	167
Lecture 28. Monopolistic competition	173
To each his own goods?	174
Product differentiation	175
Firm's behaviour in the short and the long-run	180
World and Russian advertising experience	185
Patient strategy of competitive struggle	188
Lecture 29. Oligopoly	191
What is the way of living with several masters?	192
Market structure	193
Types of oligopoly	196
From the history of collusion: international cartels in electrotech- nology	200
The advantage of the first step	202
Lecture 30. The State and market structures	205
What is «much» and what is «not enough»	206
Quantitative methods of market structure evaluation	207
Changes in the market structure of the American economy	214
From the history of Russian monopolies	219
Mathematical appendix	225
Mathematics of production functions	225
Marginal revenue	231
A game model of oligopoly	237
Questions and exercises	248

CONTENTS

Answers to the questions and exercises from the second issue	252
Reference Section	261
Glossary	261
Biographical notes	264
Subject index	266
Name index	271
Recommended literature	274
Authors of the «Thick notebook»	274
Financial management and project evaluation	
Introduction	275
Lecture 1. Firm organization and finance	283
Lecture 2. Cash flow	288
Glossary	295
Window on Europe	
London School of Economics in Pèterhof	296
Olympus	
A. Anikin. My famous acquaintances	300
Nobel prize winners in economics	313
Anton and Igor' present	
W. Baumol — the letter to the issue	323
Reply to the readers	326
Get acquainted: EMS	329
Guests of our home	334
Academy of Finance at the Government of Russian Federation	338
THE MIRROR	
A. Nove. The economic sovietology in the UK and the USA	341
In memory of Alec Nove	345