Introductory Microeconomics



'6 Ways Comparison Websites Have Affected Digital Marketing Strategies'. N.p., n.d. Web. https://www.enchantagency.com/blog/6-ways-comparison-websites-have-driven-smarter-digital-marketing.

'8 Things Rich People Buy That Make Them Look Dumb | Money Talks News'. N.p., n.d. Web.

https://www.moneytalksnews.com/8-things-you-pay-for-that-make-you-look-dumb/>.

'26 Cost Cutting Ideas for Your Small Business to Reduce Expenses'. N.p., n.d. Web. https://www.moneycrashers.com/cost-cutting-ideas-small-business-expenses/.

'Aldi Profits Fall by Almost a Fifth as Supermarket Price War Takes Toll'. N.p., n.d. Web. http://www.telegraph.co.uk/business/2017/09/25/aldi-profits-fall-almost-fifth-supermarket-price-war-takes-toll/.

'An Application of the Backwards Bending Supply Curve | The Sports Economist'. N.p., n.d. Web.

http://thesportseconomist.com/2010/10/07/an-application-of-the-backwards-bending-supply-curve/.

'Apple Increases Price of Downlad Singles to 99p - Telegraph'. N.p., n.d. Web. http://www.telegraph.co.uk/culture/music/5120874/Apple-increases-price-of-downlad-singles-to-99p.html.

'Are You Revising Too Much? | The Bubble'. N.p., n.d. Web.

https://www.thebubble.org.uk/current-affairs/business-economics/are-you-revising-too-much/>.

'Best Value Holidays Following Vote to Leave EU | Travel News | Travel | Express.Co.Uk'. N.p., n.d. Web.

http://www.express.co.uk/travel/articles/684780/holiday-destinations-with-best-exchange-rate-after-brexit.

'Brexit: British Strawberry Prices Set to Soar by 50% as Fruit Farms Face "cataclysmic" Fate without EU Workers | The Independent'. N.p., n.d. Web.

http://www.independent.co.uk/news/business/news/brexit-latest-british-strawberry-price-rise-fruit-farms-eu-workers-seasonal-labourers-pickers-a7802616.html.

'Budget 2017: Tech Giants Targeted over Tax Payments - BBC News'. N.p., n.d. Web. http://www.bbc.co.uk/news/business-42084815.

'Budget 2017: Why Is White Cider Being Taxed More? - BBC News'. N.p., n.d. Web. http://www.bbc.co.uk/news/business-42080891.

'Community Grants Programme'. n. pag. Web.

https://www.norwich.gov.uk/info/20256/commissioning/1685/community_grants_programme/1>.

'Cultural Differences in Ultimatum Game Experiments: Evidence from a Meta-An...' Experimental Economics (2004): n. pag. Web.

ehost-live.

'Discount Railcard Extended for People Aged up to 30 - BBC News'. N.p., n.d. Web. http://www.bbc.co.uk/news/business-42052750.

'Does Perfect Competition Exist in the Real World?' N.p., n.d. Web.

https://www.investopedia.com/ask/answers/05/perfectcompetition.asp.

'Efficiency vs Equity | Economics Help'. N.p., n.d. Web.

https://www.economicshelp.org/blog/2473/economics/efficiency-vs-equity/>.

'England's Plastic Bag Usage Drops 85% since 5p Charge Introduced | Environment | The Guardian'. N.p., n.d. Web.

https://www.theguardian.com/environment/2016/jul/30/england-plastic-bag-usage-drops-85-per-cent-since-5p-charged-introduced.

'Environmental Economics: Coase in Practice'. N.p., n.d. Web.

http://www.env-econ.net/2007/06/coase-in-practi.html.

'EU Mobile Roaming Charges to End in 2017 | The Parliament Magazine'. N.p., n.d. Web. https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-20">https://www.theparliamentmagazine.eu/articles/news/eu/articles/news/eu/articles/news/eu/articles/news/eu/articles/news/eu/articles/news/eu/articles/news/eu/articles/n

'EU's Gender Ruling on Car Insurance Has Made Inequality Worse | Money | The Guardian'. N.p., n.d. Web.

https://www.theguardian.com/money/blog/2017/jan/14/eu-gender-ruling-car-insurance-inequality-worse.

'Fascinating Facts about North Korea - Business Insider'. N.p., n.d. Web.

." 10>.

'Foreign Student Fees: Discrimination That Cannot Be Justified | Times Higher Education (THE)'. N.p., n.d. Web.

https://www.timeshighereducation.com/news/foreign-student-fees-discrimination-that-cannot-be-justified/414962.article.

Frank, Robert H., and Edward Cartwright. Microeconomics and Behaviour. Second edition. London: McGraw Hill Education, 2016. Print.

'Friends - A Selfless Good Deed'. 8AD. Web.

https://www.youtube.com/watch?v=DowJfUmlzel.

'Game Theory 101: Iterated Elimination of Strictly Dominated Strategies'. 8AD. Web. https://www.youtube.com/watch?v=Pp5cF4RWuU0.

'Graduates Warned of Record 70 Applicants for Every Job | Education | The Guardian'. N.p., n.d. Web.

https://www.theguardian.com/education/2010/jul/06/graduates-face-tougher-jobs-fight>.

'How Can the Proverbs "many Hands Make Light Work" and "Too Many Cooks Spoil the Broth" Both Be True? - Quora'. N.p., n.d. Web.

https://www.quora.com/How-can-the-proverbs-many-hands-make-light-work-and-too-many-cooks-spoil-the-broth-be-true.

'How Does Equality Affect Efficiency? | World Economic Forum'. N.p., n.d. Web. https://www.weforum.org/agenda/2014/12/how-does-equality-affect-efficiency/.

'How Economists Turned Us Blind to Our Own Goodness - Evonomics'. N.p., n.d. Web. http://evonomics.com/how-economists-killed-your-conscience/.

'How To Use Game Theory To Your Benefit - Business Insider'. N.p., n.d. Web. http://www.businessinsider.com/how-to-use-game-theory-to-your-benefit-2012-4?IR=T#in-poker-6>.

'Is There a Butter Crisis in France? - BBC News'. N.p., n.d. Web. http://www.bbc.co.uk/news/world-europe-41766352.

'Market Segmentation Example for Airlines -'. N.p., n.d. Web.

http://www.segmentationstudyguide.com/understanding-market-segmentation/market-segmentation-example-airlines/.

'Measuring the Environmental Benefits of Electric Vehicles | VOX, CEPR's Policy Portal'. N.p., n.d. Web.

http://voxeu.org/article/measuring-environmental-benefits-electric-vehicles.

'Nothing the Matter with Kansas' Tax Policy | The Heritage Foundation'. N.p., n.d. Web. http://www.heritage.org/taxes/commentary/nothing-the-matter-kansas-tax-policy>.

'Older People and Financial Inclusion'. n. pag. Print.

'Pareto Efficiency | Economics Help'. N.p., n.d. Web. https://www.economicshelp.org/blog/glossary/pareto-efficiency/>.

'Perfect Competition Is Bad for Growth'. N.p., n.d. Web.

https://growthecon.com/blog/perfect-competition-is-bad-for-growth/>..

'Price of Football: Full Results 2017 - BBC Sport'. N.p., n.d. Web.

http://www.bbc.co.uk/sport/football/41482931.

'Prisoner's Dilemma In Real Life - Business Insider'. N.p., n.d. Web.

'Quiz & Worksheet - Characteristics of Complementary Goods | Study.Com'. N.p., n.d. Web. http://study.com/academy/practice/quiz-worksheet-characteristics-of-complementary-goods.html.

'Shapes of Indifference Curves | Mnmeconomics'. N.p., n.d. Web.

https://mnmeconomics.wordpress.com/2012/01/18/shapes-of-indifference-curves/.

'SSE Loses 230,000 Customers in "highly Competitive" UK Market | Business | The Guardian'. N.p., n.d. Web.

https://www.theguardian.com/business/2017/jul/20/sse-loses-230000-customers-in-highly-competitive-uk-market.

'Strategies to Fight Low-Cost Rivals'. N.p., n.d. Web.

https://hbr.org/2006/12/strategies-to-fight-low-cost-rivals.

'Summary of Budget 2017: Key Points at-a-Glance - BBC News'. N.p., n.d. Web.

http://www.bbc.co.uk/news/uk-politics-42056452.

'Suppliers Fear Sainsbury's Price Squeeze after Asda Deal - BBC News'. N.p., n.d. Web.

http://www.bbc.co.uk/news/business-43954262>.

'Tennis Balls in Economics | The Economics Network'. N.p., n.d. Web.

https://www.economicsnetwork.ac.uk/themes/games/tennis%20balls.

'The Game Theory of Brexit'. N.p., n.d. Web.

http://www.politics.co.uk/comment-analysis/2017/03/15/the-game-theory-of-brexit.

'The Most Popular Tax in Europe? Lessons from the Irish Plastic Bags Levy'. Environmental and Resource Economics (2007): 1–11. Web.

scope=site>.

'These Are The 10 Most Profitable Industries in 2017'. N.p., n.d. Web.

https://www.forbes.com/sites/sageworks/2017/08/06/these-are-the-10-most-profitable-industries/#e9c10815f0fb.

'TV Guide UK TV Listings'. N.p., n.d. Web.

.">amp;gridspan=03:00&view=0&gw=1704&adj=3>.

'UK Food Challenges: From the Monster Mega Breakfast to Red Dog Saloon's Hot Wings | The Independent'. N.p., n.d. Web.

http://www.independent.co.uk/life-style/food-and-drink/uk-food-challenges-from-the-monster-mega-breakfast-to-red-dog-saloons-hot-wings-9975737.

'UK Home Insurance Premiums Fall to Five-Year Low | Money | The Guardian'. N.p., n.d. Web.

https://www.theguardian.com/money/2015/jun/30/uk-home-insurance-premiums-fall-to-five-year-low.

'UK Households to Choose Water Supplier under Ofwat Shakeup | Business | The Guardian'. N.p., n.d. Web.

https://www.theguardian.com/business/2016/sep/19/uk-water-regulator-backs-plan-to-open-up-market.

'UK Most Valuable Brands - 2017 (Brand Finance) | Ranking The Brands'. N.p., n.d. Web. https://www.rankingthebrands.com/The-Brand-Rankings.aspx?rankingID=152.

'UK Should Follow Minimum Alcohol Price, Say Lords - BBC News'. N.p., n.d. Web. http://www.bbc.co.uk/news/uk-39487040.

'University of East Anglia to Norwich Railway Station, Norwich - Google Maps'. N.p., n.d. Web.

.

'Vegetable Shortage: How to Cope as Supermarkets Ration Lettuces - BBC News'. N.p., n.d. Web. http://www.bbc.co.uk/news/uk-38852000.

'Volunteering | Voluntary Norfolk'. N.p., n.d. Web. https://www.voluntarynorfolk.org.uk/volunteering/.

'What Are Some Real-World Examples of Perfectly Elastic Demand? - Quora'. N.p., n.d. Web.

https://www.quora.com/What-are-some-real-world-examples-of-perfectly-elastic-demand>.

'What Businesses Do Well in a Recession?' N.p., n.d. Web. https://www.thebalance.com/best-small-businesses-to-start-in-a-recession-393554.

'What Is Price Discrimination and Is It Ethical? | Econsultancy'. N.p., n.d. Web. https://econsultancy.com/blog/64068-what-is-price-discrimination-and-is-it-ethical.

'What the Monopoly Board Would Look like at 2017 Prices'. N.p., n.d. Web. http://www.countrylife.co.uk/property/what-the-monopoly-board-would-look-like-at-2017-prices-151756.

'What to Buy If You Win the Powerball 2017 Jackpot - Business Insider'. N.p., n.d. Web. .

'Who Works the Longest Hours in Europe? | News | Theguardian.Com'. N.p., n.d. Web. https://www.theguardian.com/news/datablog/2011/dec/08/europe-working-hours.

'Why the World Is like a Real-Life Game of Global Domination | Business | The Guardian'. N.p., n.d. Web.

https://www.theguardian.com/business/commentisfree/2014/dec/07/world-real-life-game-global-domination.

'YouGov | How Much Money Do You Need to Earn a Year to Be Rich?' N.p., n.d. Web. https://yougov.co.uk/news/2017/06/02/how-much-money-do-you-need-earn-year-be-rich/.