

# Introductory Microeconomics

View Online



1.

Frank, R.H., Cartwright, E.: Microeconomics and behaviour. McGraw Hill Education, London (2016).

2.

Budget 2017: Why is white cider being taxed more? - BBC News,  
<http://www.bbc.co.uk/news/business-42080891>.

3.

Budget 2017: Tech giants targeted over tax payments - BBC News,  
<http://www.bbc.co.uk/news/business-42084815>.

4.

Discount railcard extended for people aged up to 30 - BBC News,  
<http://www.bbc.co.uk/news/business-42052750>.

5.

TV Guide UK TV Listings,  
<http://www.tvguide.co.uk/?catcolor=&systemid=7&thistime=16&thisday=8/11/2017&gridspan=03:00&view=0&gw=1704&adj=3>.

6.

University of East Anglia to Norwich Railway Station, Norwich - Google Maps,

<https://www.google.co.uk/maps/dir/University+of+East+Anglia,+Norwich+Research+Park,+Norwich+NR4+7TJ/Norwich+Railway+Station,+Norwich/@52.6262952,1.2554691,14z/data=!3m1!4b1!4m14!4m13!1m5!1m1!1s0x47d9e0d87b805801:0xb9b97bf00744e573!2m2!1d1.2391761!2d52.6219215!1m5!1m1!1s0x47d9e3eb96c0a9e7:0x837769f8393757fe!2m2!1d1.3067971!2d52.6268381!3e3>.

7.

Fascinating facts about North Korea - Business Insider,  
<http://uk.businessinsider.com/strange-facts-about-north-korea-2016-8?r=US&IR=T/#-but-less-than-20-of-its-land-is-arable-thats-about-the-size-of-new-hampshires-land-area-10>.

8.

Apple increases price of download singles to 99p - Telegraph,  
<http://www.telegraph.co.uk/culture/music/5120874/Apple-increases-price-of-download-singles-to-99p.html>.

9.

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

10.

EU mobile roaming charges to end in 2017 | The Parliament Magazine,  
<https://www.theparliamentmagazine.eu/articles/news/eu-mobile-roaming-charges-end-2017>.

11.

Measuring the environmental benefits of electric vehicles | VOX, CEPR's Policy Portal,  
<http://voxeu.org/article/measuring-environmental-benefits-electric-vehicles>.

12.

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

13.

UK should follow minimum alcohol price, say Lords - BBC News,  
<http://www.bbc.co.uk/news/uk-39487040>.

14.

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

15.

Shapes of indifference curves | mnmeconomics,  
<https://mnmeconomics.wordpress.com/2012/01/18/shapes-of-indifference-curves/>.

16.

UK food challenges: From the Monster Mega Breakfast to Red Dog Saloon's Hot Wings | The Independent,  
<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.html>.

17.

Suppliers fear Sainsbury's price squeeze after Asda deal - BBC News,  
<http://www.bbc.co.uk/news/business-43954262>.

18.

8 Things Rich People Buy That Make Them Look Dumb | Money Talks News,  
<https://www.moneytalksnews.com/8-things-you-pay-for-that-make-you-look-dumb/>.

19.

What Businesses Do Well in a Recession?,  
<https://www.thebalance.com/best-small-businesses-to-start-in-a-recession-393554>.

20.

What to buy if you win the Powerball 2017 jackpot - Business Insider,  
<http://uk.businessinsider.com/what-to-buy-if-you-win-the-powerball-2017-jackpot-2017-8/#you-could-start-small-picking-up-the-most-expensive-ride-in-the-world-the-1962-ferrari-250-gto-sold-at-auction-for-38-million-in-2014-the-gto-would-barely-make-a-dent-in-a-lottery-winners-net-worth-1>.

21.

Best value holidays following vote to leave EU | Travel News | Travel | Express.co.uk,  
<http://www.express.co.uk/travel/articles/684780/holiday-destinations-with-best-exchange-rate-after-brexit>.

22.

Vegetable shortage: How to cope as supermarkets ration lettuces - BBC News,  
<http://www.bbc.co.uk/news/uk-38852000>.

23.

Brexit: British strawberry prices set to soar by 50% as fruit farms face 'cataclysmic' fate without EU workers | The Independent,  
<http://www.independent.co.uk/news/business/news/brexit-latest-british-strawberry-price-rise-fruit-farms-eu-workers-seasonal-labourers-pickers-a7802616.html>.

24.

Is there a butter crisis in France? - BBC News,  
<http://www.bbc.co.uk/news/world-europe-41766352>.

25.

How can the proverbs 'many hands make light work' and 'too many cooks spoil the broth' both be true? - Quora,  
<https://www.quora.com/How-can-the-proverbs-many-hands-make-light-work-and-too-many-cooks-spoil-the-broth-both-be-true>.

26.

Are you revising too much? | The Bubble,  
<https://www.thebubble.org.uk/current-affairs/business-economics/are-you-revising-too-much/>.

27.

These Are The 10 Most Profitable Industries in 2017,  
<https://www.forbes.com/sites/sageworks/2017/08/06/these-are-the-10-most-profitable-industries/#e9c10815f0fb>.

28.

Tennis Balls in Economics | The Economics Network,  
<https://www.economicsnetwork.ac.uk/themes/games/tennis%20balls>.

29.

26 Cost Cutting Ideas for Your Small Business to Reduce Expenses,  
<https://www.moneycrashers.com/cost-cutting-ideas-small-business-expenses/>.

30.

Summary of Budget 2017: Key points at-a-glance - BBC News,  
<http://www.bbc.co.uk/news/uk-politics-42056452>.

31.

Perfect Competition is Bad for Growth,  
<https://growthecon.com/blog/perfect-competition-is-bad-for-growth/>.

32.

Does perfect competition exist in the real world?,  
<https://www.investopedia.com/ask/answers/05/perfectcompetition.asp>.

33.

Quiz & Worksheet - Characteristics of Complementary Goods | Study.com,

<http://study.com/academy/practice/quiz-worksheet-characteristics-of-complementary-goods.html>.

34.

UK households to choose water supplier under Ofwat shakeup | Business | The Guardian, <https://www.theguardian.com/business/2016/sep/19/uk-water-regulator-backs-plan-to-open-up-market>.

35.

Price of Football: Full results 2017 - BBC Sport, <http://www.bbc.co.uk/sport/football/41482931>.

36.

What the Monopoly board would look like at 2017 prices, <http://www.countrylife.co.uk/property/what-the-monopoly-board-would-look-like-at-2017-prices-151756>.

37.

Older People and Financial Inclusion.

38.

Foreign student fees: discrimination that cannot be justified | Times Higher Education (THE), <https://www.timeshighereducation.com/news/foreign-student-fees-discrimination-that-cannot-be-justified/414962.article>.

39.

What is price discrimination and is it ethical? | Econsultancy, <https://econsultancy.com/blog/64068-what-is-price-discrimination-and-is-it-ethical>.

40.

Market segmentation example for airlines -,  
<http://www.segmentationstudyguide.com/understanding-market-segmentation/market-segmentation-examples/market-segmentation-example-airlines/>.

41.

Aldi profits fall by almost a fifth as supermarket price war takes toll,  
<http://www.telegraph.co.uk/business/2017/09/25/aldi-profits-fall-almost-fifth-supermarket-price-war-takes-toll/>.

42.

UK Most Valuable Brands - 2017 (Brand Finance) | Ranking The Brands,  
<https://www.rankingthebrands.com/The-Brand-Rankings.aspx?rankingID=152>.

43.

6 Ways Comparison Websites Have Affected Digital Marketing Strategies,  
<https://www.enchantagency.com/blog/6-ways-comparison-websites-have-driven-smarter-digital-marketing>.

44.

Strategies to Fight Low-Cost Rivals,  
<https://hbr.org/2006/12/strategies-to-fight-low-cost-rivals>.

45.

SSE loses 230,000 customers in 'highly competitive' UK market | Business | The Guardian,  
<https://www.theguardian.com/business/2017/jul/20/sse-loses-230000-customers-in-highly-competitive-uk-market>.

46.

The Game Theory of Brexit,  
<http://www.politics.co.uk/comment-analysis/2017/03/15/the-game-theory-of-brexit>.

47.

How To Use Game Theory To Your Benefit - Business Insider,  
<http://www.businessinsider.com/how-to-use-game-theory-to-your-benefit-2012-4?IR=T#in-poker-6>.

48.

Prisoner's Dilemma In Real Life - Business Insider,  
<http://uk.businessinsider.com/prisoners-dilemma-in-real-life-2013-7?r=US&IR=T>.

49.

Cultural Differences in Ultimatum Game Experiments: Evidence from a Meta-an...  
Experimental Economics. (2004).

50.

Why the world is like a real-life game of global domination | Business | The Guardian,  
<https://www.theguardian.com/business/commentisfree/2014/dec/07/world-real-life-game-global-domination>.

51.

Game Theory 101: Iterated Elimination of Strictly Dominated Strategies,  
<https://www.youtube.com/watch?v=Pp5cF4RWuU0>, (8)AD.

52.

An Application of the Backwards Bending Supply Curve | The Sports Economist,  
<http://thesportseconomist.com/2010/10/07/an-application-of-the-backwards-bending-supply-curve/>.

53.

YouGov | How much money do you need to earn a year to be rich?,  
<https://yougov.co.uk/news/2017/06/02/how-much-money-do-you-need-earn-year-be-rich/>.

54.



Who works the longest hours in Europe? | News | theguardian.com,  
<https://www.theguardian.com/news/datablog/2011/dec/08/europe-working-hours>.

55.

How Economists Turned Us Blind to Our Own Goodness - Evonomics,  
<http://evonomics.com/how-economists-killed-your-conscience/>.

56.

Environmental Economics: Coase in practice,  
<http://www.env-econ.net/2007/06/coase-in-practi.html>.

57.

England's plastic bag usage drops 85% since 5p charge introduced | Environment | The Guardian,  
<https://www.theguardian.com/environment/2016/jul/30/england-plastic-bag-usage-drops-85-per-cent-since-5p-charged-introduced>.

58.

Friends - A Selfless Good Deed, <https://www.youtube.com/watch?v=DowJfUmlzel>, (8)AD.

59.

Volunteering | Voluntary Norfolk, <https://www.voluntarynorfolk.org.uk/volunteering/>.

60.

Community grants programme.

61.

Graduates warned of record 70 applicants for every job | Education | The Guardian,  
<https://www.theguardian.com/education/2010/jul/06/graduates-face-tougher-jobs-fight>.

62.

EU's gender ruling on car insurance has made inequality worse | Money | The Guardian,  
<https://www.theguardian.com/money/blog/2017/jan/14/eu-gender-ruling-car-insurance-inequality-worse>.

63.

UK home insurance premiums fall to five-year low | Money | The Guardian,  
<https://www.theguardian.com/money/2015/jun/30/uk-home-insurance-premiums-fall-to-five-year-low>.

64.

Pareto efficiency | Economics Help,  
<https://www.economicshelp.org/blog/glossary/pareto-efficiency/>.

65.

Efficiency vs Equity | Economics Help,  
<https://www.economicshelp.org/blog/2473/economics/efficiency-vs-equity/>.

66.

How does equality affect efficiency? | World Economic Forum,  
<https://www.weforum.org/agenda/2014/12/how-does-equality-affect-efficiency/>.