

- The Economic Way of Reasoning:

- Economics studies how people make choices when resources are scarce. Economists assume that human behavior is generally predictable.

Individuals and businesses pursue objectives such as maximizing personal satisfaction or profits.

Marginal Analysis:

Decision-making is guided by comparing the extra (marginal) benefits of an action to its extra costs.

A choice is rational when the added benefit exceeds the added cost.

Theories and Models:

To understand cause and effect in the economy, economists create theories - simplified explanations of how variables (like prices, production, or employment) relate. An economic model is a simplified representation of part of the economy expressed with logic, graphs, or mathematics to predict how changes in conditions affect outcomes.