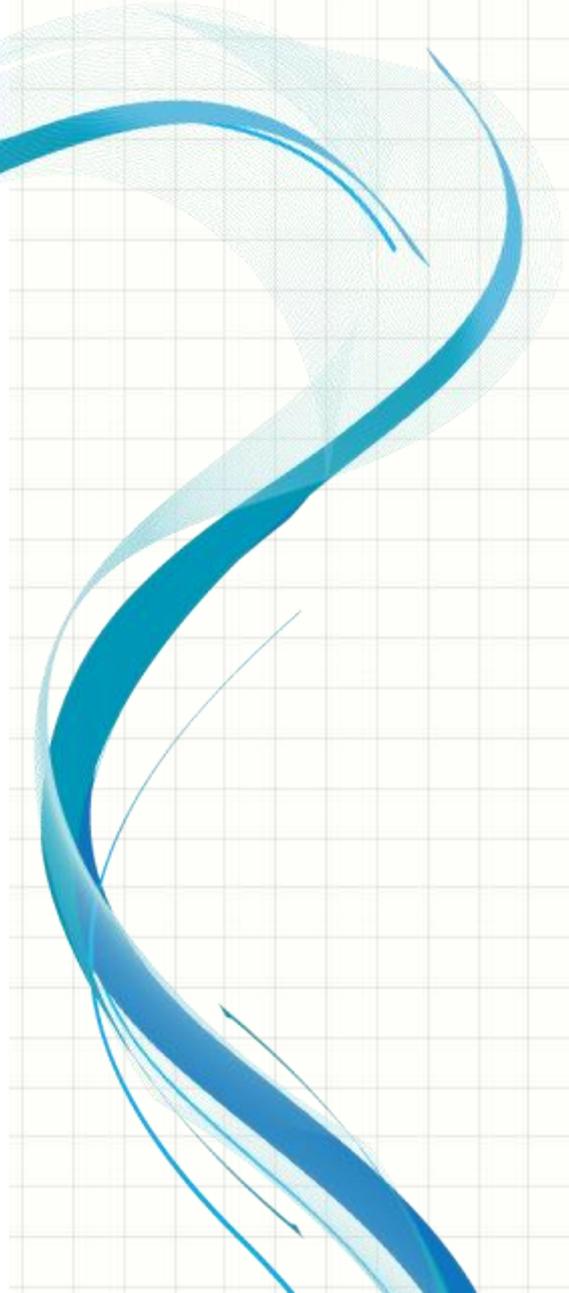


INTRODUCCIÓN A LA TEORÍA ECONÓMICA

DR. MIGUEL CERVANTES JIMÉNEZ

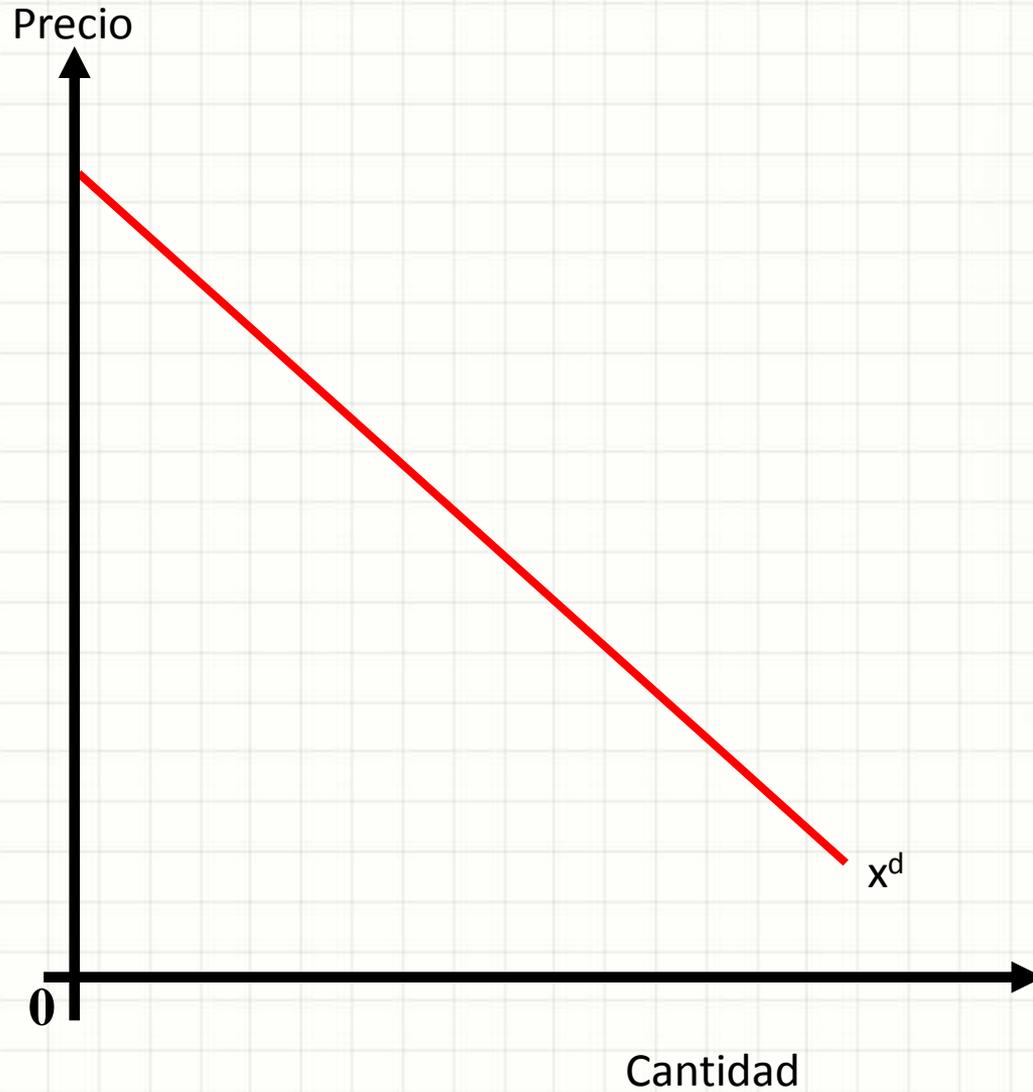


PRINCIPIOS DE MICRO- ECONOMÍA

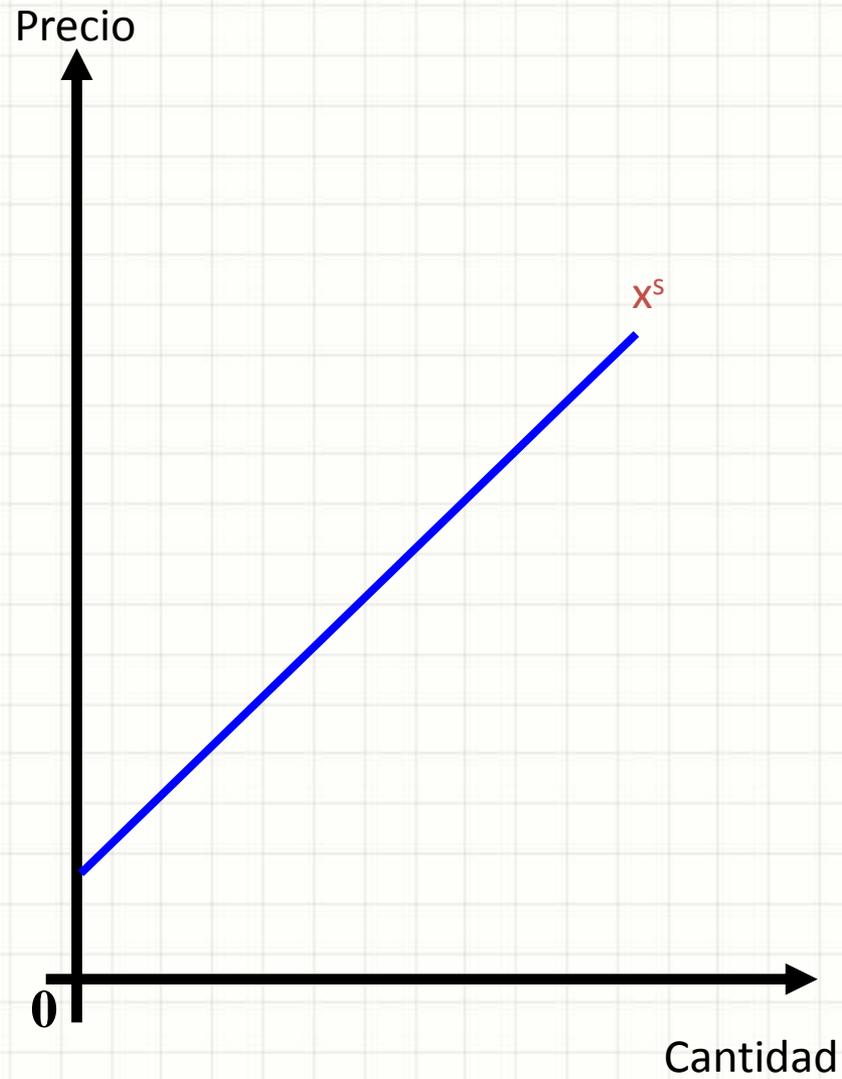


El mercado

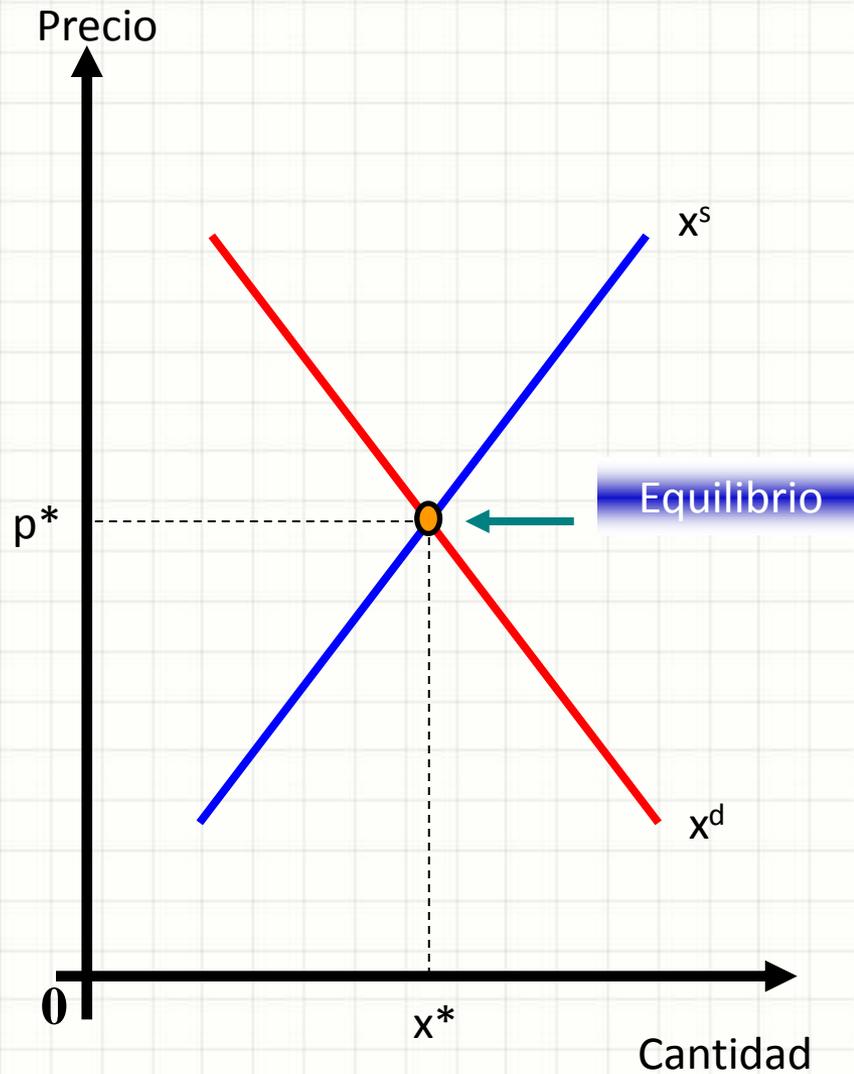
Curva de demanda



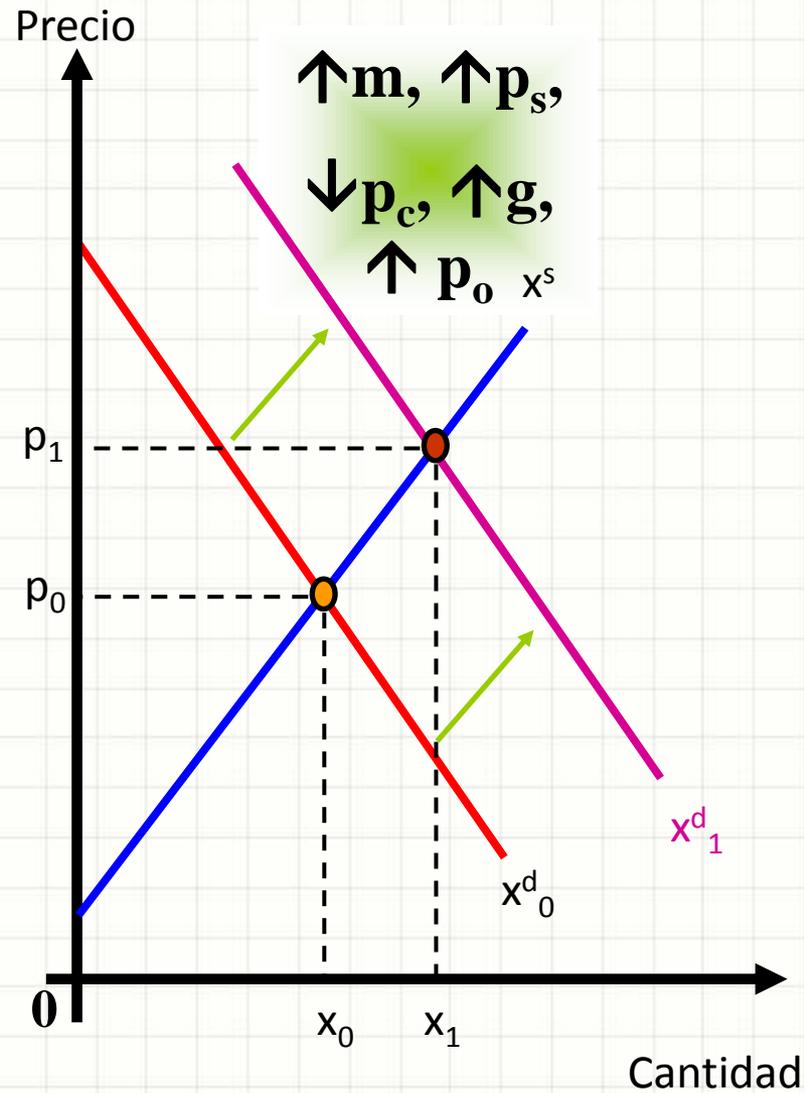
Curva de oferta



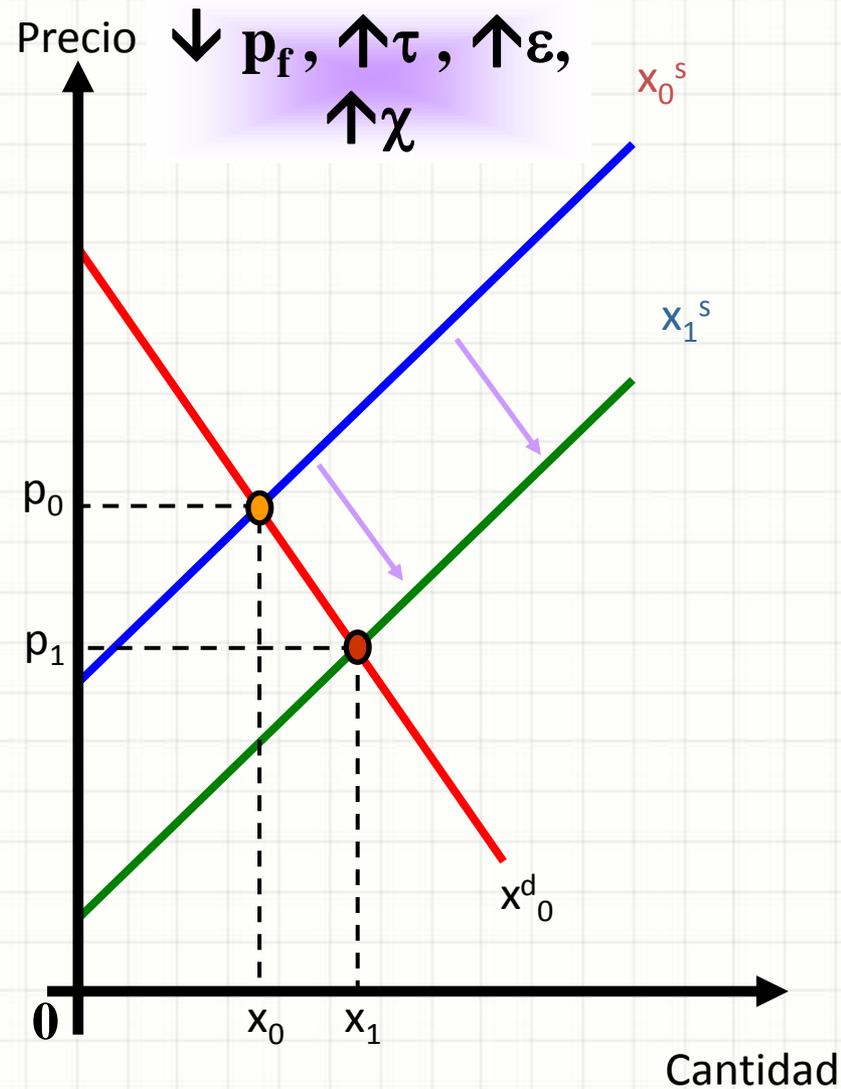
Vaciado de mercado



Desplazamiento de la curva de demanda



Desplazamiento de la curva de oferta



Demanda y elasticidades

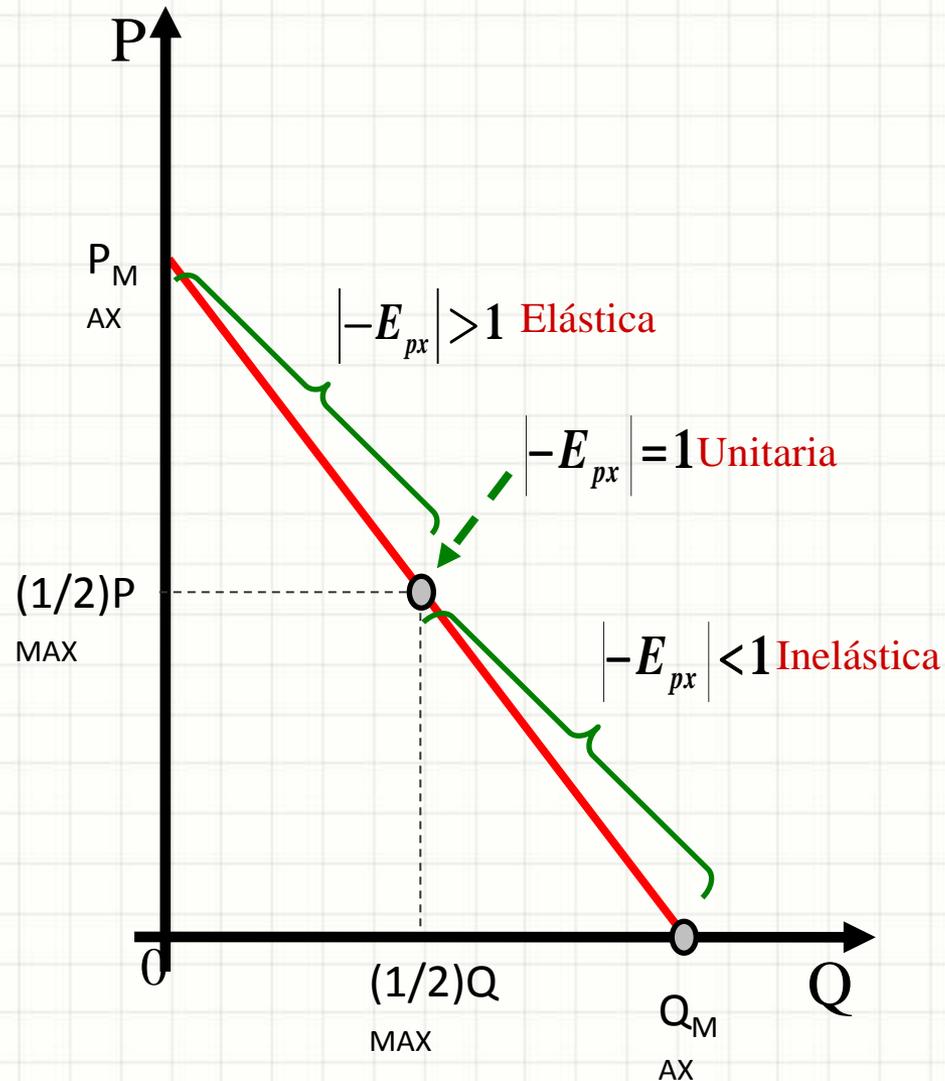
$$x_1^D = x_1(p_1, m, p_2)$$

$$\left(\begin{array}{l} \frac{\Delta x_1}{x_1} \\ \frac{\Delta p_1}{p_1} \end{array} = \frac{\Delta x_1}{\Delta p_1} \frac{p_1}{x_1} \right)$$

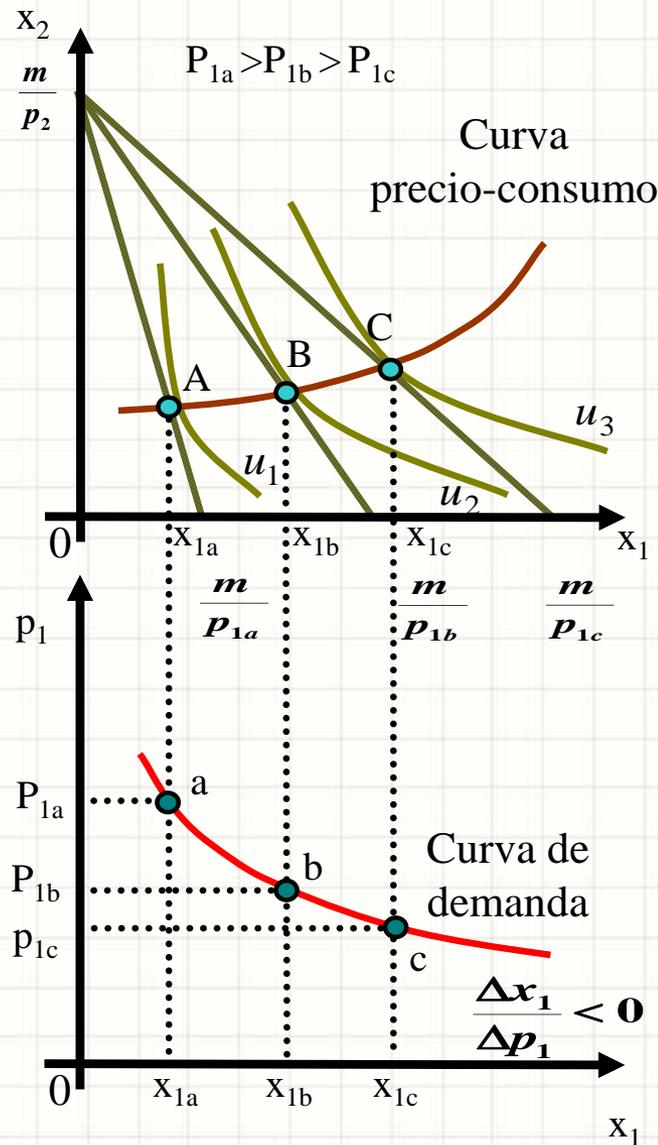
$$\left(\begin{array}{l} \frac{\Delta x_1}{x_1} \\ \frac{\Delta m}{m} \end{array} = \frac{\Delta x_1}{\Delta m} \frac{m}{x_1} \right)$$

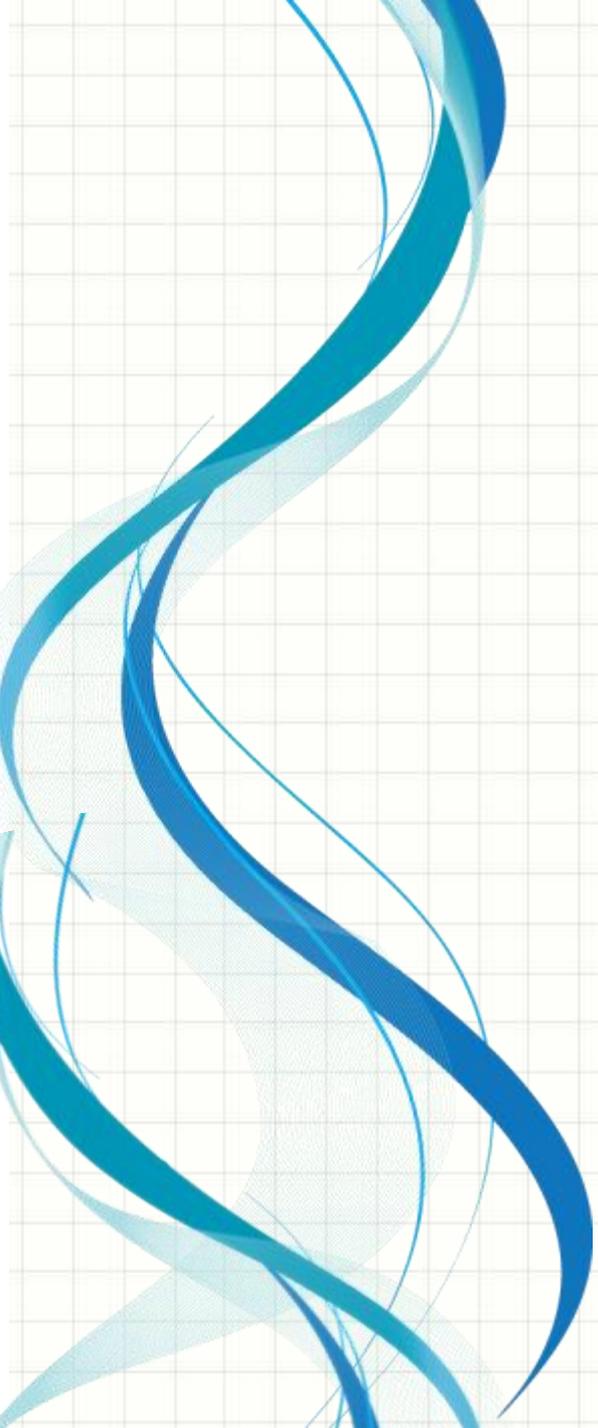
$$\left(\begin{array}{l} \frac{\Delta x_1}{x_1} \\ \frac{\Delta p_2}{p_2} \end{array} = \frac{\Delta x_1}{\Delta p_2} \frac{p_2}{x_1} \right)$$

Elasticidad precio de la demanda



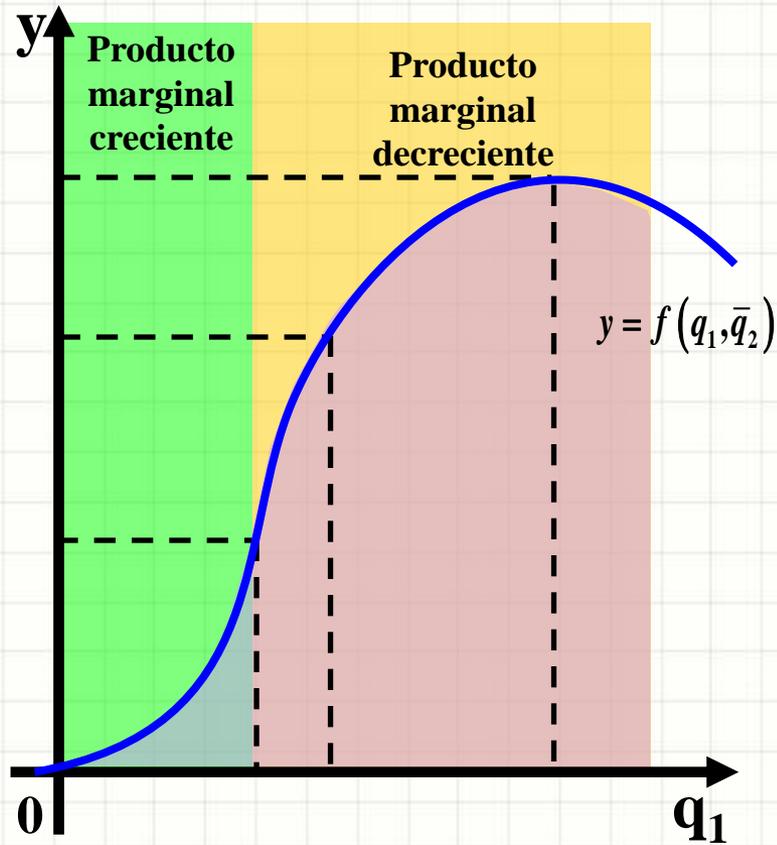
Elasticidad precio de la demanda

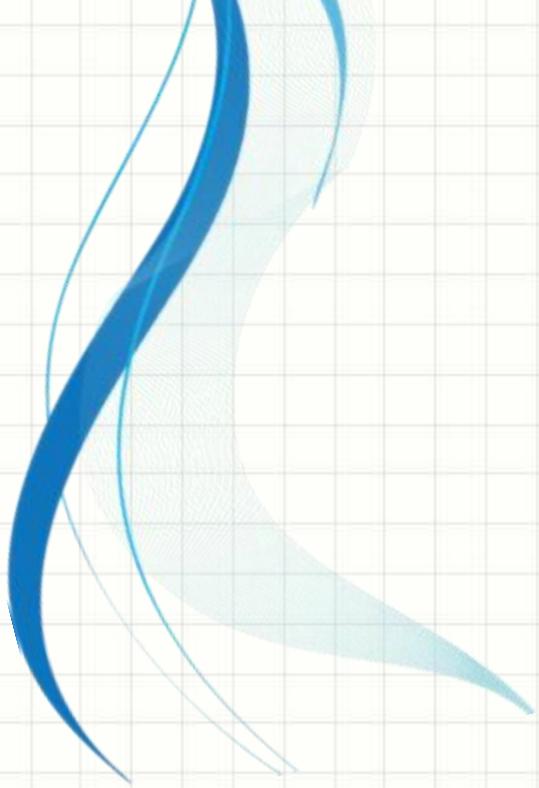




Producción y costos

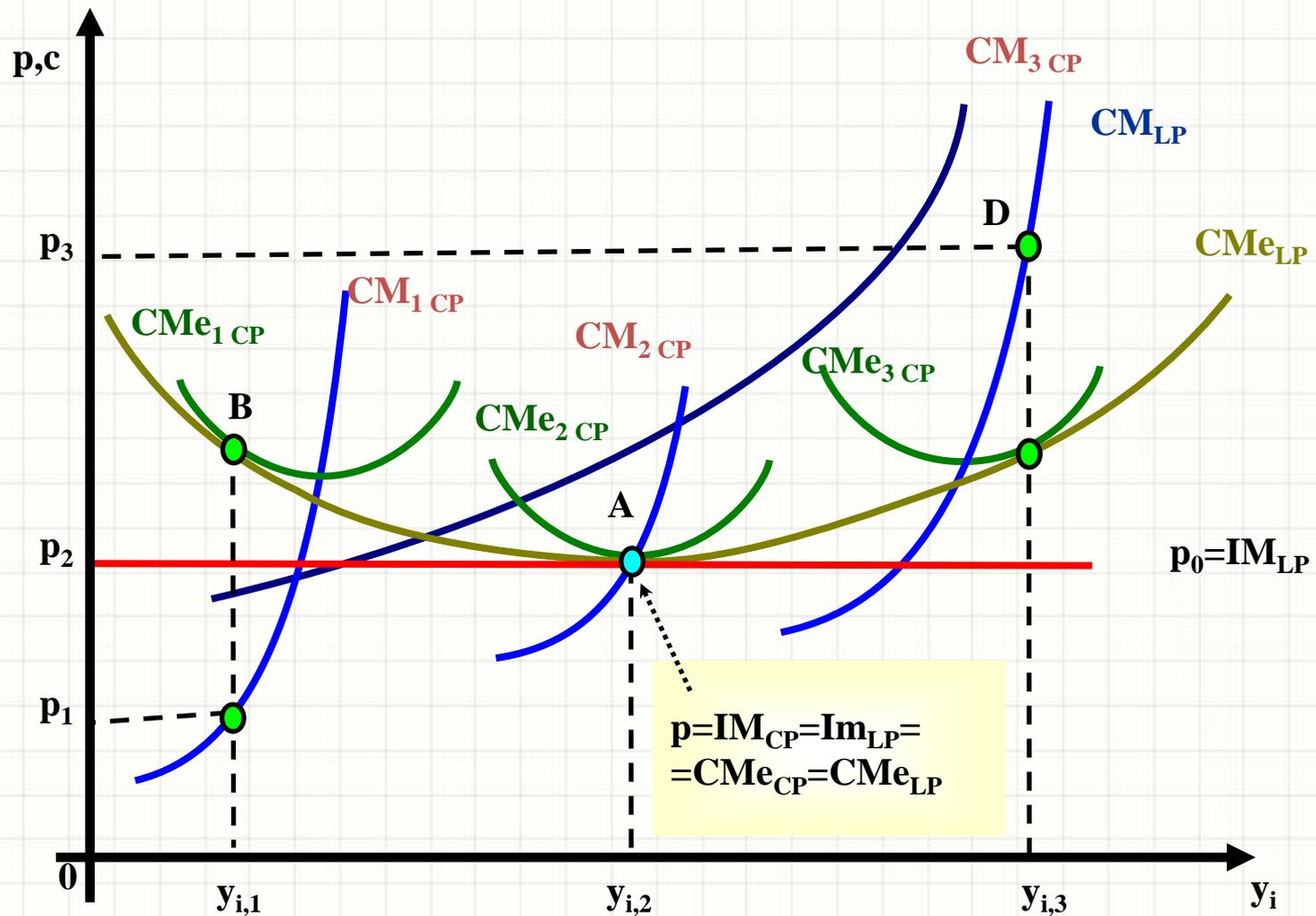
La función de producción de corto plazo



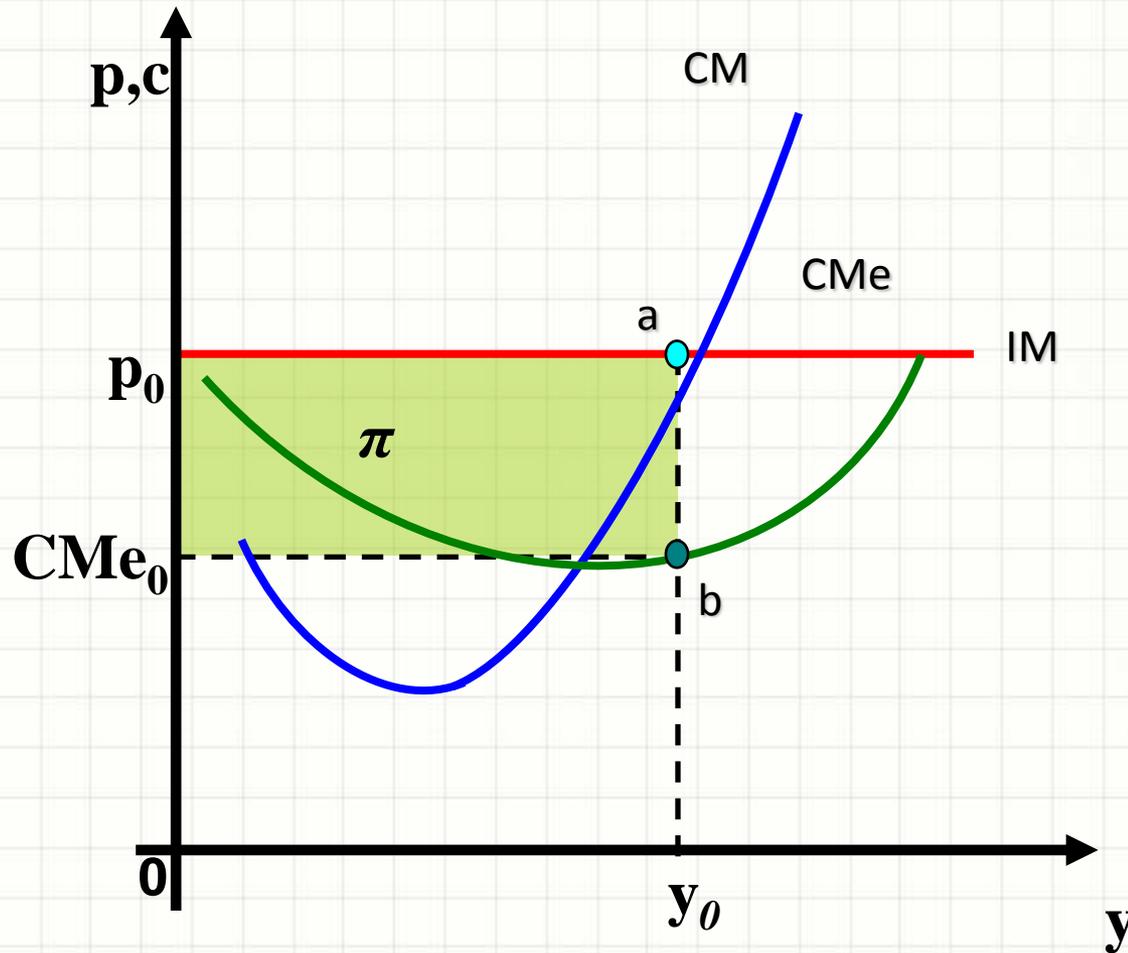


Estructuras de mercado

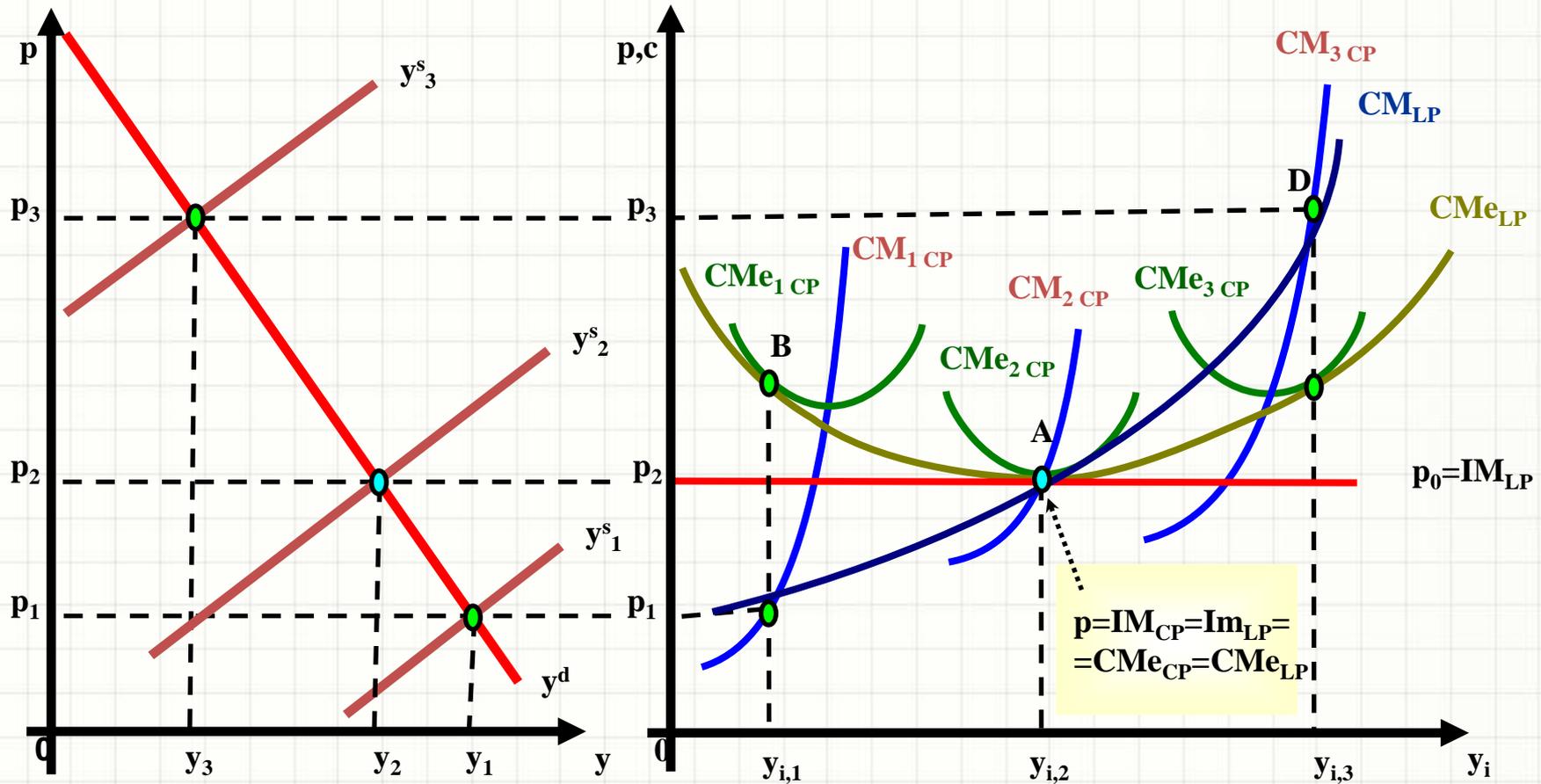
Elección en mercados competitivos



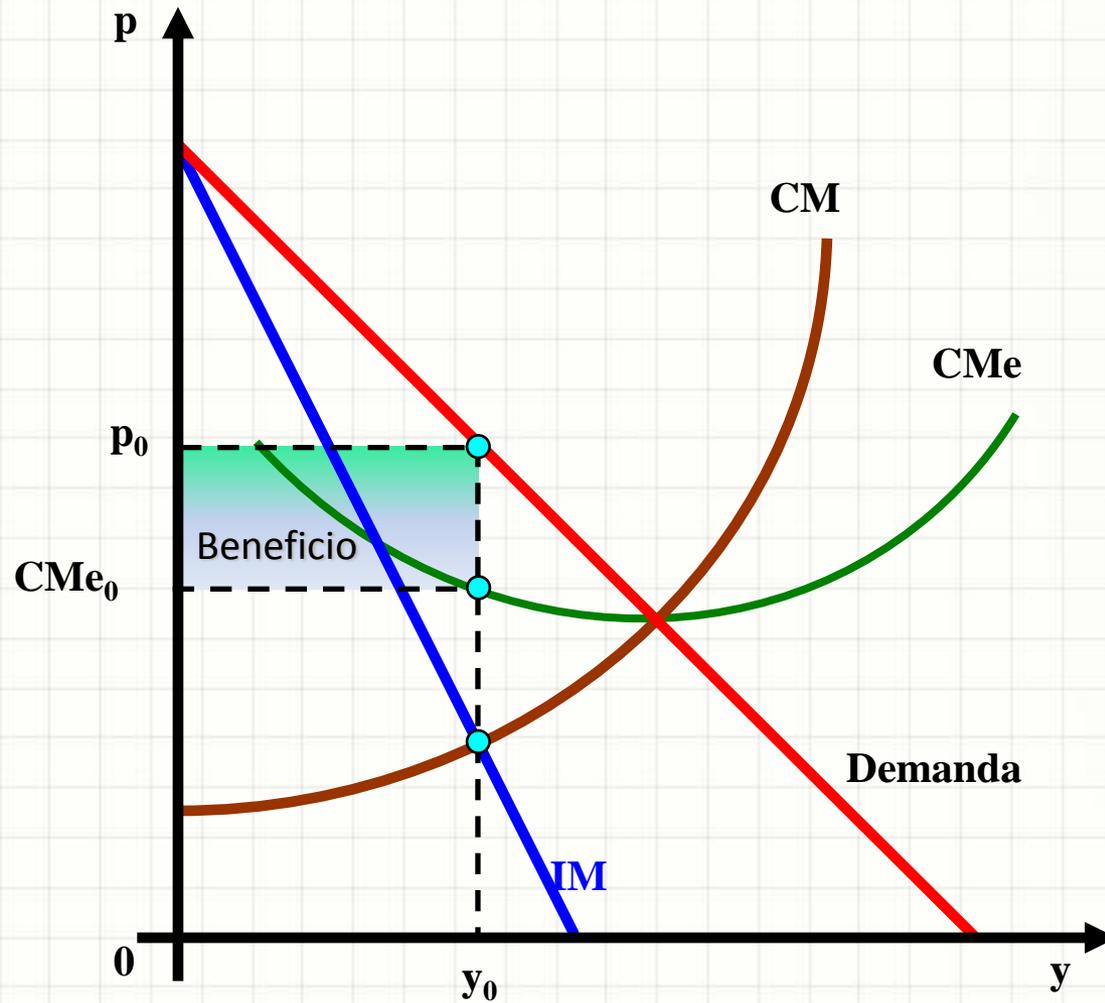
Beneficio económico



Elección en mercados competitivos (el largo plazo)



Elección del monopolio



Ineficiencia del monopolio

