

Index

A

A380, 251
Accelerator principle, 249
Adaptation, 440
Advertising, 59, 434
Aesthetics, 462
Alliances, 370
Allocative efficiency, 148
Allocative mechanism, 6
Altruism, 436
Americans with Disabilities Act, 194
Amadeus, 35
Asia Pacific Economic Cooperation Forum (APEC), 339
Average costs, 108
Average rate of return, 246

B

Balance of payments, 340–351
Bank base rate, 214
Barriers to entry, 175–180
Beijing Olympics, 9
Biodiversity, 403
Big Mac index, 297
Black markets, 71
Blue flag, 433
Bournemouth artificial surf reef, 328
Brand proliferation, 180
Break even pricing, 138
Brundtland Report, 417–418
Buying and selling economies of scale, 111

C

Cairns group, 339
Capital, 106
Capital account, 346–347
Capital costs, 241–243
Carbon trading, 430
Carrying capacity, 401
Centrally planned economy, 6, 154
Ceteris paribus, 52
Channel Tunnel, 139–141
China, 320–321
Circular flow of income, 221, 277
Climate change, 404–406, 417–418, 460
Coca Cola Company, 366, 378–379
Command and control, 421
Comparative advantage, 336
Competitive environment, 174–183
Competitive rivalry, 182–183
Complementary goods, 56
Computable general equilibrium (CGE) models, 219–220

Conglomerate merger, 115
Constant returns to scale, 110
Consumer sovereignty, 149–150
Contracting out, 163–164
Corporate social responsibility, 423
Cost-benefit analysis, 260–261
Costs, 106–110, 218
Credit crunch, 213–214
Crime, 462
Cross subsidization, 182
Cross-price elasticity of demand, 89–90
Cruise industry, 65
Current account, 341–346

D

Debentures, 37–38
Declutter, 116
Deflation, 350–351
Delphi technique, 93
Demand, 53–63
Demand management, 297
Demographics, 195
Demonstration effect, 373
Deposit-refund schemes, 431
Depreciation, 349
Devaluation, 349–350
Development strategies for developing countries, 318–320
Diminishing returns, 109
Disciplines, 19
Diseconomies of scale, 113
Disneyland Paris, 347
Disposable income, 54–55, 210–211
Distribution channels, 177–178
Diversification, 115–116
Dose response, 439
Dumazedier, Joffre, 81
Dualism, 375

E

Eco-labels, 432–433
Economic cycles, 220–221
Economic efficiency, 147
Economic growth
causes, 309–311
data, 307
meaning, 306–307
measurement, 306–309
rationale, 308–309
Economies of increased dimensions, 112
Economies of scale, 110–111, 112–113, 176–177
Economics, definition of, 4–5