Assignment Background:

**THE DEMAND AND SUPPLY MODEL**

**Case Assignment Readings**

**Required Reading**

To start off, read Chapters 1 and 3 from the following book. Don’t worry, these chapters are short and will give you an introduction to the topic of this module:

Stengel, D. (2012). *Managerial Economics Principles*. Flat World Education. [*http://2012books.lardbucket.org/books/managerial-economics-principles/index.html*](http://2012books.lardbucket.org/books/managerial-economics-principles/index.html)

Now read Chapters 2 and 4 of the following book to get a more detailed overview of the concepts for this module:

Beveridge, T. M. (2013). *A Primer on Microeconomics*. [New York, N.Y.] [222 East 46th Street, New York, NY 10017]: Business Expert Press. [EBSCO eBook Collection] (Attached)

**Links to Demand, Supply, and Market Equilibrium**

**Required Reading**

Thomas, C.R., and Maurice, S.C., Managerial Economics, McGraw Hill (2008) Power Point Presentations available at [*http://highered.mheducation.com/sites/0073402818/student\_view0/chapter2/powerpoint\_presentation.html*](http://highered.mheducation.com/sites/0073402818/student_view0/chapter2/powerpoint_presentation.html)

[*http://highered.mheducation.com/sites/0073402818/student\_view0/chapter3/powerpoint\_presentation.html*](http://highered.mheducation.com/sites/0073402818/student_view0/chapter3/powerpoint_presentation.html)

**Links to Marginal Analysis**

**Required Reading**

Thomas, C.R., and Maurice, S.C., Managerial Economics, McGraw Hill (2008) Power Point Presentation available at [*http://highered.mheducation.com/sites/0073402818/student\_view0/chapter4/powerpoint\_presentation.html*](http://highered.mheducation.com/sites/0073402818/student_view0/chapter4/powerpoint_presentation.html)

**Links to price elasticity of demand**

**Required Reading**

Thomas, C.R., and Maurice, S.C., Managerial Economics, McGraw Hill (2008) Power Point Presentation available at:  [*http://highered.mheducation.com/sites/0073402818/student\_view0/chapter6/powerpoint\_presentation.html*](http://highered.mheducation.com/sites/0073402818/student_view0/chapter6/powerpoint_presentation.html)