



Microeconomics

A SOUTHERN AFRICAN PERSPECTIVE

Editors

Matthew Kofi Ocran

Marianna Moses

Founding Authors

Jaco Mostert

Truida Oosthuizen

Pieter Smit

Theo van der Vyver

Have you ever wondered how prices are determined, or why you bought a specific quantity of something? The answers to these and other questions, as well as the theories guiding decisions by consumers and producers, are explained in *Microeconomics – a southern African perspective*. This book provides a comprehensive introduction to microeconomics theory, offering traditional theories of consumer and producer behaviour set against a contemporary southern African background.

This second edition now has activities and self-evaluation exercises at the end of each chapter to improve readability and aid the flow of discussion. Feedback to these activities and exercises is given at the end of the book. The text is structured so that each of the topics can be covered conveniently in a one-semester module. In instances where both microeconomics and macroeconomics need to be taught within a semester, a selection of topics from this book and its companion, *Macroeconomics – a southern African perspective*, may be selected by the instructor.

Microeconomics – a southern African perspective 2nd Edition Revised Reprint is aimed at first-year university and college students studying Commerce, Finance, Banking and Education. It may also be useful to students studying Economics for the first time as part of undergraduate programmes as well as MBA degrees.

ABOUT THE EDITORS:

MATTHEW KOFI OCRAN is a professor of Economics and Head of the Department of Economics at the University of the Western Cape, Cape Town. He has taught various courses in Economics at undergraduate and postgraduate levels and also published in a number of local and international journals.

MARIANA MOSES is a lecturer in the Department of Economics at the University of the Western Cape, Cape Town. She currently facilitates modules in Advanced Microeconomics. She has published in local accredited journals in the research areas of labour and social development.

2ND EDITION Revised Reprint

Microeconomics

A SOUTHERN AFRICAN PERSPECTIVE

Matthew Kofi Ocran

JUTA



2ND EDITION Revised Reprint

www.juta.co.za

