Deciding what to have for breakfast, to take the bus or the car and whether to go out on a date are every day decisions, but every decision you make is a choice, often with a wider reaching impact affecting your own life and the lives of others. In other words, you are putting microeconomics into practice.

If one of today’s decisions is whether to read a microeconomics text, surely microeconomic theory should have something to say about life’s decisions? While Microeconomics: a journey through life’s decisions starts with the important building blocks of microeconomic theory studied on all intermediate microeconomics courses, this text goes further than any other. It presents microeconomic theory as a debate, questions theoretical exposition, considers future developments and emphasises the social dimension of microeconomics as a framework in which economists attempt to interpret the world. It analyses topics not traditionally associated with microeconomics, such as age, sex, relationships, families, education, politics, terrorism, racism and death.

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