

Economics of Economy Pricing

SERIES IN ECONOMICS

About the author

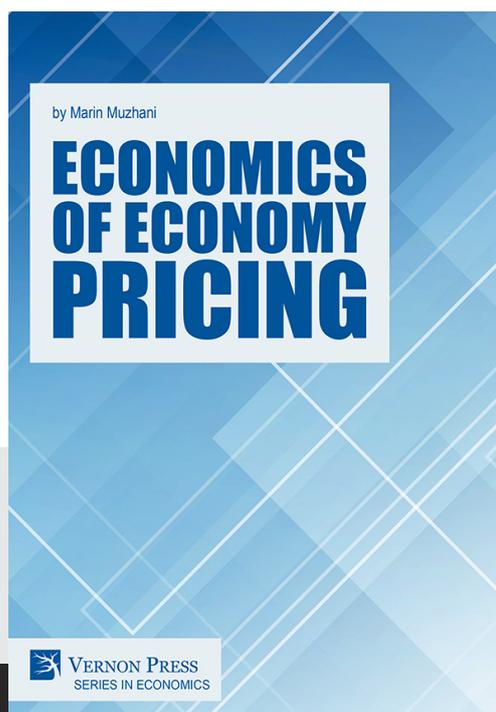
Marin Muzhani has a Ph.D. in economics from the University of Florence, teaches at CDI College, and has been a post-doctoral researcher at the University of Florence. He has also worked as visiting scholar at different universities in Europe and North America. His interests and research are related mostly to growth economics, macroeconomics, and modern monetary theories such as optimum currency areas and monetary unions. Muzhani has participated in important international economic conferences, such as HES ('History of Economic Society'), ESHET ('European Society of Economic Thought'), AEA ('American Economic Association'), EEA ('European Economic Association'), etc. Apart from this new title, he is the author of two successful mono volumes: "Mainstream Growth Economists and Capital Theorists," published by 'McGill-Queen's University Press' (MQUP) in 2014, and "Fixed or Flexible Exchange Rates? History and Perspectives", published by 'Vernon Press', in 2018.

Summary

The economy of the industrialized countries in the 21st century has already moved to a new level of mass production and technology never seen before, thanks in part to globalization, advanced technologies, new organization management methods, and innovative supply chain. A relatively large number of mass-produced commodities (characterized as non-premium) and services in Western economies are somehow sold at discounts rather than regular prices at a much higher frequency that was never seen before. This phenomenon has completely changed how we look at the theory of the firm in microeconomics.

This book is indented to introduce new ideas and theories by challenging the current modern micro-and-macro economic theories. In a globalized world, the economies of advanced countries have entered a new phase called "economy pricing," where most of the mass commodities are sold at a low price during certain periods of the year, called 'sales events'. In addition to low prices, most industrialized countries have had record low inflation, low-interest rates, low growth, and low unemployment rates.

This book will contend how the "Economy Pricing System" is about to revolutionize how people look at a real economy's micro and macro effects.



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