

AP Microeconomics  
Summer Reading Assignment  
Summer 2020  
Mr. Roxberry

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Microeconomics, often called “the study of markets”, is the part of economics that involves single factors and decision making. In Macroeconomics we focus on systems; gauging the health/direction of the economy and debate the government’s role in providing incentives and regulation. In Microeconomics we do..well..the same.

For as complex as the entire, large-scale economy can seem, microeconomics also has its complexities. Macroeconomics is interconnected to fields of study such as finance, entrepreneurship, and politics. Microeconomics lends itself to behavioral psychology, risk management, and other areas that focus human beings and their responses to their environments.

The study of the incentives and their effect on individuals’ behavior is the root of economic thinking. Leaving the calculations and business jargon aside; your summer assignment is to read the book [\*NAKED ECONOMICS: Undressing the Dismal Science\*, by Charles Wheelan](#). This book explores the incentive structures of many of the basic important-adulthood issues such as entrepreneurialism, trade, education, and more. Also, in “Freakonomics style”, it uses analogies that are interesting and understandable to almost anyone.

I will be sending out weekly, chapter-by-chapter summaries of the book talking about some of the important/more interesting portions, and the key takeaways/questions to consider heading into next year’s class. The book is available in hardback, kindle, and audiobook. I do not care which way you read it. If you are listening through audible or another audiobook app - pay special attention to the summaries. These will come to your DP email/be made available on Padlet in the form of a discussion board. Discussion is optional. Details about sign up to come!

**Title:** Naked Economics: Undressing the Dismal Science  
**Author:** Charles Wheelan  
**Paperback:** 384 pages  
**Publisher:** W. W. Norton & Company; Fully Revised and Updated edition (April 19, 2010)  
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