

ECONOMICS: the study of the behavior of man and his institutions as they relate to the allocation of scarce resources.

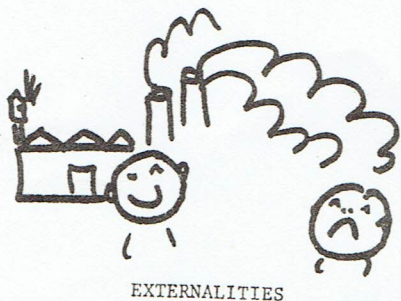
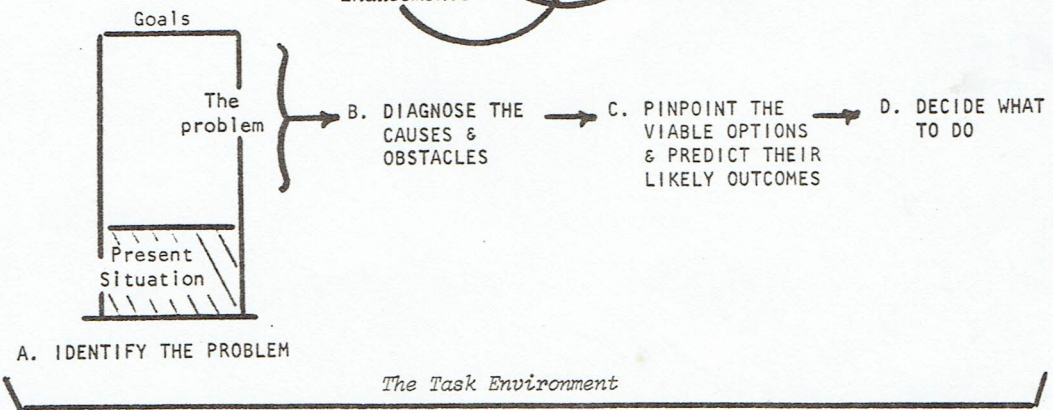
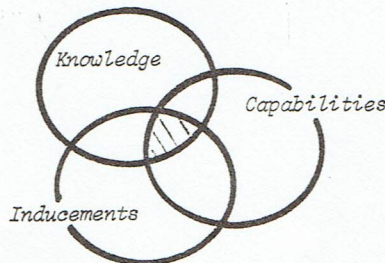
THE MAIN THEME - The very urgency of the need to correct inequities and to prevent shortsighted or harmful practices makes it crucial that change-agents husband their time, talents, and funds wisely! Tough choices have to be made among the viable action alternatives. In making these decisions, concepts and techniques from economics and related fields can be helpful.

KEY DECISIONS

- * What overall strategy?
- * What specific actions?
- * How big?
- * How to go about it? *People or organizations won't change unless they have...*
- * Whom to involve?
- * When to start?
- * Where to begin?
- * Whom to help most?
- * How fast to proceed?
- * When to let go?

SOME HELPFUL CONCEPTS

1. Diminishing added returns
2. Opportunity cost
3. Complementary relationships
4. Input substitution
5. Size economies
6. Locational economics
7. Comparative advantage
8. Fixed & variable costs
9. Direct & indirect effects
10. Time value of costs & benefits
11. Risk considerations
12. Efficiency vs. equity & freedom



COMMON DECISION MODELS...

- * Maximize a single objective
- * Minimize costs
- * Weigh the trade-offs
- * Minimize risk of failure
- * Gaming
- * Satisficing

IT ALL BOILS DOWN TO...

1. Does it really get at the problem, & is it workable?
2. Will it have the purported effects?
3. Is it the best way?