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地址 在市场经济中，一个能够调控买卖双方关系甚至调控生产资源分配的重要因素就是：Price 价格。在这一讲中，我们就跟您谈谈价格和它的功能。价格可以说是一种能把买方和卖方联系在一起的机制。任何货物或服务都必须制定出买卖双方都能认可和接受的价格，才能保证现代的市场顺利运行。澳大利亚墨尔本莫纳什大学经济系主任福塞斯教授对价格做了这样的解释：We sometimes think of prices as being the equilibrating mechanism, to use an economist ' s jargon. We can all understand a situation whereby if prices are too high people go away, they ' ll just leave the market place. They won ' t be interested in buying. Likewise if prices are too low, the sellers won ' t be prepared to sell. They ' ll simply take their produce home. And so prices adjust in markets so that we can get to a situation when people are reasonably satisfied and, essentially, what the sellers want to sell is more or less what the buyers want to buy in terms of quantity. And so there is an equilibrium in the market. Prices become the lever through which the quantities that people want to sell are equal to the quantities that people want to buy. 福塞斯教授提到了这样几个英文词汇：