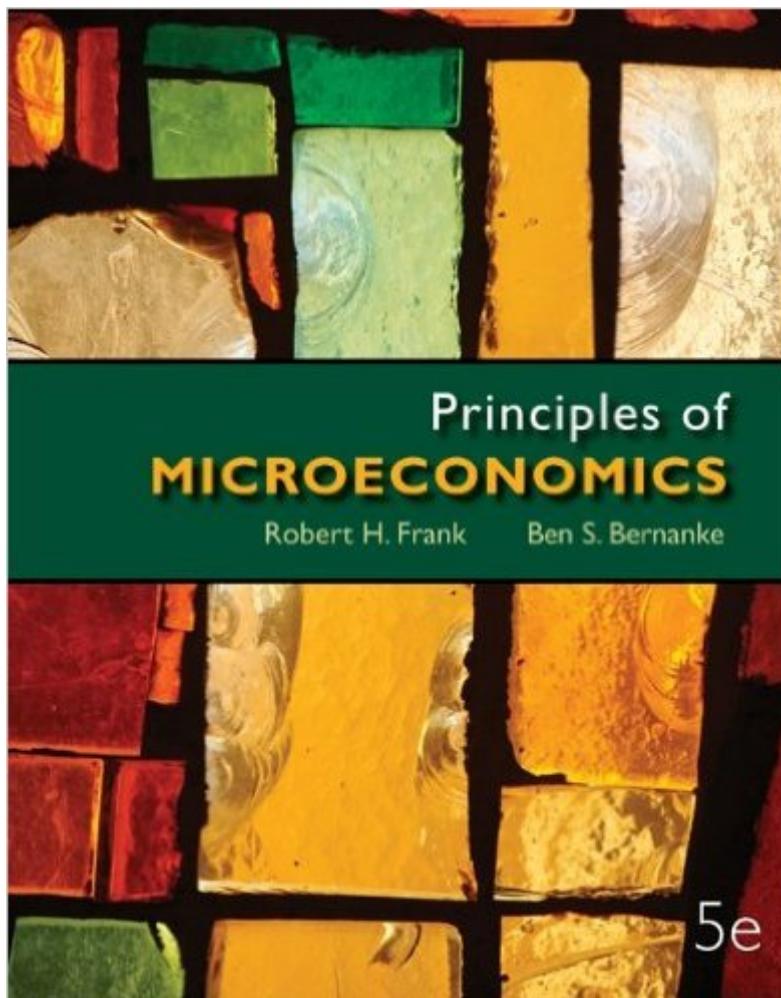


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Principles Of Microeconomics (McGraw-Hill Series In Economics)



Synopsis

In recent years, innovative texts in mathematics, science, foreign languages, and other fields have achieved dramatic pedagogical gains by abandoning the traditional encyclopedic approach in favor of teaching a shorter list of core principles in depth. Two well-respected writers and researchers, Bob Frank and Ben Bernanke, have shown that the less-is-more approach affords similar gains in introductory economics. The authors introduce a coherent short list of core principles and reinforce them by illustrating and applying each in numerous contexts. With engaging questions, explanations and exercises, the authors help students relate economic principles to a host of everyday experiences such as going to the ATM or purchasing airline tickets. Throughout this process, the authors encourage students to become economic naturalists: people who employ basic economic principles to understand and explain what they observe in the world around them.

Book Information

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Customer Reviews

Once again, Frank and Bernanke offer one of the best economic text books available. The comprehensive, yet easy to understand book, when combined with McGraw Hill's Connect online resources, provides students with the best learning suite imaginable. The online components are second to none and are truly invaluable to learners.

Highly recommended. This book is very easy to understand. As a bonus, you are reading the work of the great economist Ben Bernanke.

My daughter needed this book for her business econ class and I saved a lot by ordering it from instead of the bookstore. The problem is that is did not come with the code to access the online parts that accompany the book. (It advertised that it did) I had to send the book back and buy it from the bookstore.

It was a good book but It was supposed to be macroeconomics. My fault

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