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Microeconomics (5th Edition) (The Pearson Series In Economics)



Synopsis

For Principles of Microeconomics courses at two- and four-year colleges and universities. Reveal the relevance of economics through real-world business examples. One of the challenges of teaching Principles of Microeconomics is fostering interest in concepts that may not seem applicable to students' lives. Microeconomics, Fifth Edition makes economics relevant by demonstrating how real businesses use economics to make decisions every day. Regardless of their future career path—opening an art studio, trading on Wall Street, or bartending at the local pub—students will benefit from understanding the economic forces behind their work. This program provides a better teaching and learning experience for you and your students. It will help you to:

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- Show students how economics is relevant: Relatable features ground course material in the real world, showing students how these ideas are relevant and facilitating understanding.
- Foster thorough understanding via a flexible, student-focused approach: An engaging, captivating writing style and student-friendly learning aids motivate and engage students.

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Customer Reviews

Easy to read and was required for my class. I really like the structure of this book and how well organized the chapters were. If you need this for your class or you just want to learn a little about Microeconomics this is the book for you

Same text as the bound book for \$40 less. Not sure I care for the text itself, but supplementing with online videos from other sources makes it easier to understand. There are materials online that make the subjects much easier to understand than this book does.

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