

Principles Of Microeconomics Bernanke Jennings 3rd Edition

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this third edition of the highly successful and well regarded australian adaptation of frank bernanke s principles of microeconomics by sarah jennings university of tasmania takes a rigorous theoretical treatment that is suitable for mid to high level courses but is nonetheless easy to follow and logical it is full of practical examples and in chapter exercises that allow students to check their understanding of the important concepts as they work through the chapter new to this edition the chapters on competitive advantage and the open economy have been merged into a single chapter and the former chapter 1 has been moved online for a more streamlined text that covers all the important elements of introductory microeconomics indifference curve analysis has also been introduced for this edition background briefing and thinking as an economist vignettes provide significant links between economic theory and the real world and up to date data present students with a snapshot of the economy as it is right now this text is for first year students of economics or those taking it as a first subject in microeconomics the authors take an active learning approach they suggest that the only way to learn to hit an overhead smash in tennis or to speak a foreign language is through repeated practice the same is true for learning economics throughout this book you will find new ideas introduced with simple examples followed by applications showing how they work in familiar settings the features within each chapter are designed to both test and reinforce the understanding of these ideas

text for 1st year major and minor economics students with contents including foundations of economics how the market works demand and supply macroeconomic schools of thought unemployment and inflation monetary and fiscal policy and the international economy provided by publisher

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 students are periodically asked to apply these principles and to answer related questions and exercises the brief editions were developed for instructors who appreciate core principles approach and desire a more manageable amount of content and slightly less rigor in the brief editions the authors made careful choices of material to eliminate and condense in order to produce of more concise coverage

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this brand new principles of microeconomics text is the most exciting new entry in years written by two well known and well respected economists bob frank and ben bernanke the text seeks to teach introductory students the core economic concepts the essence of economics without overwhelming them with details principles of microeconomics presents the material in an intuitive way that avoids excessive math the authors introduce a well articulated short list of core principles reinforce them by illustrating and applying each principle in several contexts and then ask students to work exercises to see what they ve learned the text seeks to create economic naturalists that is after reading the text students will ask and answer questions about their economic environment for example students will see braille dots on drive up atms and ask why they re there peppered with such thought provoking examples frank and bernanke not only engage students but teach them to see each feature of their economic landscape as the reflection of an implicit or explicit cost benefit calculation

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 attempting to teach a short 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 although a few other texts have paid lip service to this new approach frank bernanke is by far the best throughout and the best executed principles text in this mold avoiding excessive reliance on formal mathematical derivations it presents concepts intuitively through examples drawn from familiar contexts the authors introduce a coherent short list of core principles and reinforce them by illustrating and applying each in numerous contexts students are periodically asked to apply these principles and to answer related questions and exercises frank bernanke also encourages students to become economic naturalists by employing basic economic principles to understand and explain what they observe in the world

around them an economic naturalist understands for example that infant safety seats are required in cars but not in airplanes because the marginal cost of space to accommodate these seats is typically zero in cars but often hundreds of dollars in airplanes such examples engage student interest while teaching them to see each feature of their economic landscape as the reflection of an implicit or explicit cost benefit calculation

principles of economics a streamlined approach seeks to promote a deeper understanding of economics by focusing on core concepts fewer themes less math rigor and a new suite of video resources allow instructors the flexibility to teach the course they want to teach whether it s adopting a flipped classroom format administering a course online or just bringing more engaging digital content into their lectures students benefit from more repetition of basic concepts and support through the interactive resources in connect resulting in a greater mastery and retention of core economic ideas connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need when they need it and how they need it so that your class time is more engaging and effective

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