

# Principles Of Microeconomics By Dirk Mateer Ebook

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makes economics stick meets students where they are

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economics today the macro view has long led the field in offering students and instructors a dynamic application rich approach to teaching and learning macroeconomics the book is based on the belief that students learn more when they are involved and engaged the 12th edition features all new examples that have been selected to grab and hold students attention these examples serve one basic purpose to drive home the application of the theory just presented one of the keys to the success of economics today the macro view is that it is suitable for many teaching styles instructors who wish to stress theory can do so those who wish to stress applications and examples can do that those who wish to incorporate technology into the class can do so with ease using myeconlab

relatable economics is memorable economics

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offering a unique blend of solid theoretical content and student accessibility this text 1 covers all the basics of microeconomics 2 gives students a clear idea of how economists think about the world 3 stresses the key concepts in economics and 4 is extremely rich in intriguing applications that convey the prevalence of economics in everyday life many principles instructors are constantly challenged with the goal of getting students excited about realization that economics is everywhere arnold has taken this to another level he is so passionate about touching his students that he felt the need to write a microeconomics text that is dedicated to opening the science of economics through the pictures and applications of our lives arnold is considered the most innovative author in this market to meet the fast pace interests of both instructors and students his five themes of theory and model building key concepts primary and secondary consequences real world applications and the idea that economics is about gifts exchanges and transfers set the tone for a teaching text that is extremely approachable by instructors and students

this very successful textbook is distinguished by a superior writing style that draws upon common reader experiences to introduce economic concepts making economic theory more accessible and interesting case studies and numerous examples take advantage of readers intuitive knowledge of economics building upon real life situations a streamlined design places pedagogy and illustrations directly within the flow of the text making them less distracting and more useful for readers a fully integrated program of technology enhancements sets this text apart by pairing the book with numerous online multimedia learning tools that have been developed to help the text better serve a wide range of learning styles the text uniquely integrates classroom use of the wall street journal by including in text pedagogy to help readers learn to analyze the latest economic events as reported in the journal

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