

Principles Of Microeconomics By Dirk Mateer Ebook

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students and instructors are living through a pandemic that has changed how and what they teach and how and where they learn the covid 19 update of principles of economics third edition provides the information that students need to make sense of the impacts covid 19 has had on the economy the update edition has been completely revised to include new examples new data new policies and more all of norton's digital resources fully integrate with most learning management systems providing the flexibility instructors need in this changed world

mateer and coppock's approach teaches economic decision making with applications that students will remember

makes economics stick meets students where they are

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widely praised by adopters as the most relatable textbook available mateer and coppock's third edition of principles of economics develops students problem solving skills with step by step explanations and familiar applications and examples student centered instructor support carefully developed to reinforce learning puts award winning engagement techniques at your fingertips from the authors over 50 years of teaching when combined with robust online learning tools offering adaptive study and problem solving practice principles of economics makes economics memorable for an exam and a lifetime

makes economics stick meets students where they are

mateer and coppock's approach teaches economic decision making with applications that students will remember

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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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