

# Paul Krugman Macroeconomics

with its signature storytelling style and coverage of current issues and events nobel laureate and new york times columnist paul krugman and co author robin wells s best seller is the most effective textbook available for explaining how economic concepts play out in our world this new edition offers incisive new insight into market power and externalities in microeconomics updated analysis of long run growth and extensive coverage of the economic impacts and policy responses to the coronavirus pandemic in macroeconomics

when it comes to explaining fundamental economic principles by drawing on current economic issues and events there is no one more effective than nobel laureate and new york times columnist paul krugman and co author robin wells in this best selling introductory textbook krugman and wells signature storytelling style and uncanny eye for revealing examples help readers understand how economic concepts play out in our world canadian co authors jack parkinson and iris au have enhanced the text with current canadian examples this new edition is revised and enhanced throughout including a much stronger array of superior online tools that are part of a complete integrated online learning system

the second edition of this popular text has been extensively revised and updated to provide students with a comprehensive overview of microeconomics. Internationally renowned author paul krugman and experienced microeconomics lecturer robin wells use real world examples to explain economic ideas making them easy to understand.

this bestselling introductory textbook now in a new edition from nobel laureate new york times columnist and principles lecturer paul krugman helps introduce the fundamental principles of macroeconomics to all kinds of students this multi media pack contains the print textbook and launchpad access for an additional 5 per student launchpad is an interactive online resource that helps students achieve better results launchpad combines an interactive e book with high quality multimedia content and ready made assessment options including learningcurve our adaptive quizzing resource to engage your students and develop their understanding unique launchpad features included in macroeconomics pre built units for each chapter curated by experienced educators with media for that chapter organized and ready to assign or customize to suit your course intuitive and useful analytics with a gradebook that lets you see how your class is doing individually and as a whole a streamlined and intuitive interface that lets you build an entire course in minutes learningcurve in launchpad in a game like format learningcurve adaptive and formative quizzing provides an effective way to get students involved in the coursework it offers a unique learning path for each student with quizzes shaped by each individual s correct and incorrect answers a personalized study plan to guide students preparation for class and for exams feedback for each question with live links to relevant e book pages guiding students to the reading they need to do to improve their areas of weakness for more information on launchpad including how to access our support centre and watch our video tutorials please visit [here](#) to request a demo click [here](#)

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