

# Principles Of Macroeconomics Activebook

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this modern book has a strong foundation in demand and supply its thoughtful coverage of change in demand vs change in quantity demanded also in supply coverage enables learners to better visualize and truly understand the difference between these two fundamental concepts the activebook is an interactive online digital book that completely takes advantage of multimedia resources to greatly enhance the learning experience a seven part organization covers an introduction and key principles the basic concepts in macroeconomics the economy in the long run economic fluctuations money banking and monetary policy inflation unemployment and economic policy and the international economy for a thorough understanding of the principles of macroeconomics

for courses in macroeconomic principles this easy to read and accessible text

engages students with familiar real world examples and applications that bring economics to life. Ayers, Collinge use an explore apply theme to show students how economics is a part of their everyday lives and how it can be a useful tool in making personal decisions and evaluating policy decisions. Macroeconomics explore apply only 17 chapters focuses on those topics that are at the heart of economics making this text one of the briefest in the market. Examples of this focus include strong coverage of consumer and producer surplus, early coverage of AD as a single chapter on the Keynesian cross (Ch 10) which allows you to streamline your presentation and not overwhelm your students with excessive mathematical detail.

This easy to read accessible macro first principles book engages the reader with familiar real world examples and applications that bring economics to life. This book covers microeconomic foundations, output markets, input markets, market failure, and government action and the global economy for finance professionals making personal decisions and evaluating policy decisions.

This modern book has a strong foundation in demand and supply. Its thoughtful coverage of change in demand vs. change in quantity demanded, also in supply coverage, enables learners to better visualize and truly understand the difference between these two fundamental concepts. Early coverage of comparative advantage and externalities reflects a more modern approach to teaching and understanding the underpinnings of microeconomics. A six part organization covers an introduction and key principles, a closer look at supply and demand, market structures and pricing, spillovers and information, the labor market, and economic challenges, and the international economy for a thorough understanding of the principles of macroeconomics.

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